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# SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

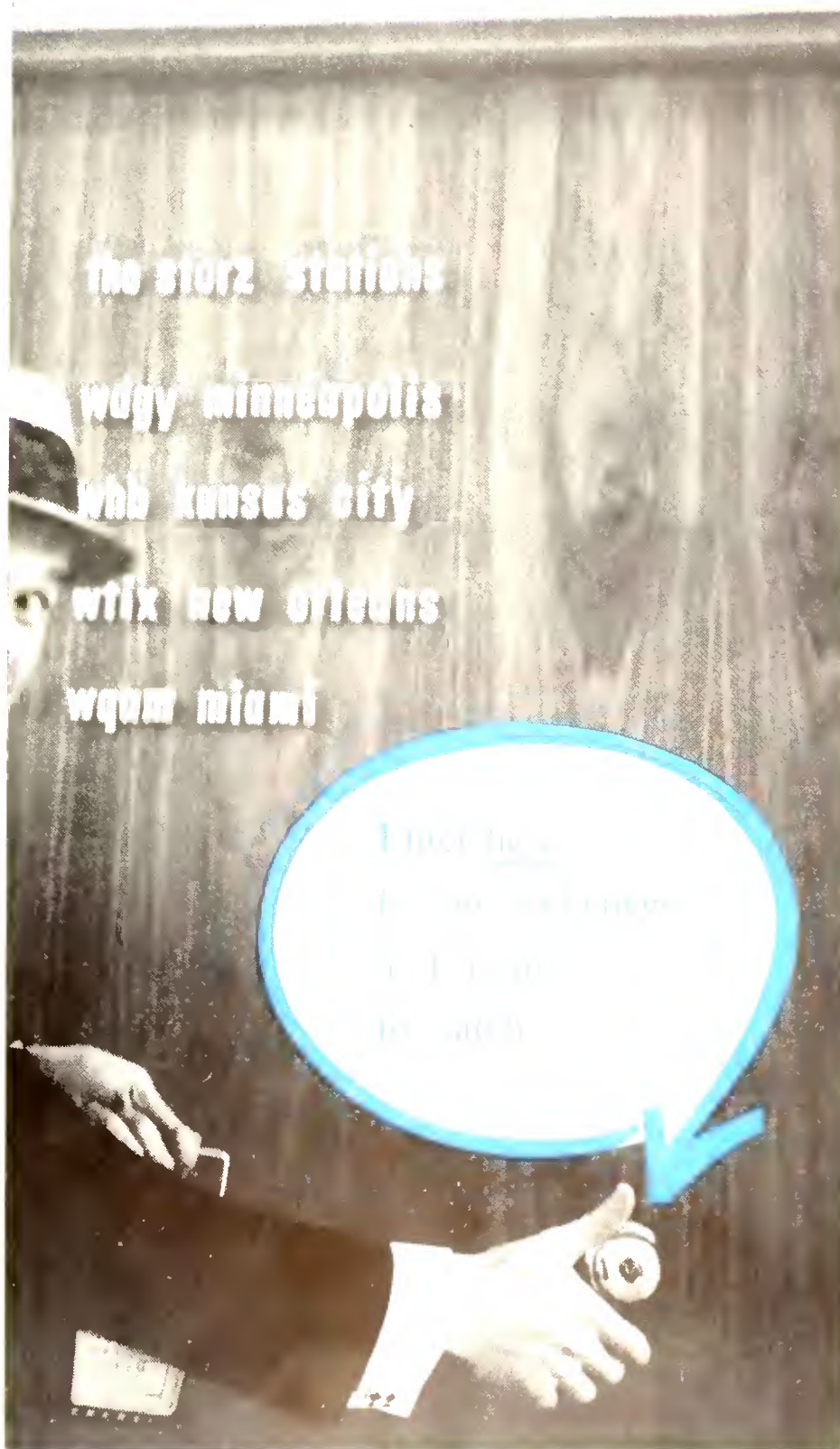
any of these 4  
important markets  
the No. 1 station  
far is the  
rz Station

**WDGY** . . . first in  
**MINNEAPOLIS-ST. PAUL**  
morning, afternoon, all day, with  
% average Hooper. First on Pulse,  
50,000 watts plus 50,000 watt per-  
ties. Talk to Blair, or General Man-  
Jack Thayer.

**WHB** . . . first in  
**KANSAS CITY**  
all-day. Proof: Metro Pulse, Nielsen,  
dex, Hooper; Area Nielsen, Pulse.  
ay averages consistently in the 40%  
t. Remember, you get coverage and  
nce on WHB. See Blair or General  
nger George W. Armstrong.

**WTIX** . . . first in  
**NEW ORLEANS**  
WTIX is 20 times more powerful  
with 5,000 watts on 690 kc. and first  
v. Proof: Hooper (28.6%)—Pulse,  
In fact, WTIX is first 499 of 504  
quarter-hours, and first in every  
daytime 1/4. See Adam Young or  
al Manager Fred Berthelson.

**WQAM** . . . first in  
**MIAMI**  
all-day. Proof: Hooper (40.5% . . .  
first in 264 of 264 quarter-hours)  
Pulse (432 of 432 quarter-hours)  
Southern Florida Area Pulse . . .  
dex. See Blair . . . or General Man-  
ack Sandler



## 'PRIVATE BRAND' WARS SPUR SPOT

Food industry giants are brewing new, more flexible air media strategies to cope with the old, but constantly changing, national vs. private brand struggle. Spot buys being emphasized.

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## Tv's top spot advertisers— 2nd. quarter, '58

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## Oklahoma Oil builds an 'air network'

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## CANADIAN REVIEW: SPONSOR's 8th annual report on dominion air media advertising

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**STORZ  
STATIONS**

TODAY'S RADIO FOR TODAY'S SELLING  
BOB STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

**WDGY** Minneapolis St. Paul  
REPRESENTED BY JOHN BLAIR & CO.  
**WHB** Kansas City  
REPRESENTED BY JOHN BLAIR & CO.  
**WTIX** New Orleans  
REPRESENTED BY ADAM YOUNG INC.  
**WQAM** Miami  
REPRESENTED BY JOHN BLAIR & CO.





# any time is prime time

with Warner Brothers Features. Over 50% of the audience in three-station markets can be yours morning, noon and night. Look at the record below. Write, wire or phone for full details.

## HERE'S THE PROOF!

TIME	CITY	STATION	% OF AUDIENCE	FILM
8:30 - 10 AM	Miami	WTVJ	57	DARK PASSAGE
Noon - 1:30 PM	Portland	WCHS	66	SHE HAD TO SAY YES
1 - 2 PM	St. Louis	KMOX	62	MAN FROM MONTEREY
2:30 - 3:30 PM	San Diego	KFMB	65	BELLOVED BRAT
3:30 - 5 PM	Cincinnati	WKRC	52	STALLION ROAD
5:00 - 6:45 PM	Boston	WBZ	48	FIGHTING 69TH
7:30 - 8:30 PM	Las Vegas	KLRJ	50	TO HAVE AND HAVE NOT
9:30 - 11:45 PM	Houston	KGUL	60	TASK FORCE
11:00 PM - 1 AM	Philadelphia	WFIL	63	PRIDE OF THE MARINES

# c.c.p. inc.

Distributors for Associated Artists  
345 Madison Ave., MUrray Hill 6-2323  
75 E. Wacker Dr., DEarborn 2-2030  
1511 Bryan St., Rlverside 7-8553  
9110 Sunset Blvd., CRestview 6-5886

Productions Corp.  
**NEW YORK**  
**CHICAGO**  
**DALLAS**  
**LOS ANGELES**

Prices for individual pictures on request





The BIG Difference in Philadelphia Radio is  
**TALENT**



**JACK O'REILLY**

*5:00 — 9:00 A. M. Daily*

**Talented entertainer—talented salesman.**

**WPEN** programs believable local personalities 24 hours a day, 7 days a week.

**TALENT**—that's why more local and more national advertisers buy **WPEN** than any other Philadelphia radio station.



**PHILADELPHIA**

Represented nationally by **GILL-PERNA**  
 New York, Chicago, Los Angeles, San Francisco, Boston, Detroit

# SPONSOR

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# COVER HALF OF IOWA WITH JUST ONE STATION!

Iowa contains more than 25% of all Grade A farm land in America — Iowa farmers average \$11,800 of income per year. Yet *non-farm* income is 300% larger than farm income in this spectacular State!

In Iowa 672,400 families own TV sets — a higher percentage than in any other state west of the Mississippi. And you can cover *over half* these homes, 392,700 in all, with **ONLY WHO-TV!**

WHO-TV gives you *complete* coverage of Central Iowa, where an active consumer market spent over \$320 million *for food alone*, last year!

The latest Metropolitan Des Moines ARB Survey (Feb. 8 — March 7, 1958) again proves that the Iowa audience *prefers* WHO-TV:

	FIRST PLACE QUARTER HOURS			
	NUMBER REPORTED		PERCENTAGE OF TOTAL	
	1 Week	4 Week	1 Week	4 Week
<b>WHO-TV</b>	<b>256</b>	<b>232</b>	<b>54%</b>	<b>49%</b>
STATION K	162	186	34%	39%
STATION W	47	51	10%	11%
TIES	8	4	2%	1%

Now as always — for the complete story on Central Iowa coverage, talk to PGW!

WHO-TV is part of  
Central Broadcasting Company,  
which also owns and operates  
WHO Radio, Des Moines  
WOC-TV, Davenport



## WHO-TV

Channel 13 • Des Moines

Col. B. J. Palmer, President  
P. A. Loyet, Resident Manager  
Robert H. Harter, Sales Manager



Peters, Griffin, Woodward, Inc.,  
National Representatives





in the  
**KING  
SIZED  
PORTLAND  
OREGON  
MARKET**

**you  
need**

**The  
KING SIZED**

average  
of

**KGON**

Nat'l Rep.

**WEED & Company**

featuring

the best of

**NBC**

and

**SPORTS**

**to get**

**KING SIZED  
RESULTS**

**NEWSMAKER  
of the week**

*It's almost as if the Kansas City Athletics suddenly caught fire and threatened the Yankees' pennant chance. Only the team enjoying the present hot streak is D'Arcy whose business is advertising—not baseball. One of several medium-size agencies riding a winning streak, it recently snapped up about \$12 million in new business.*

**The newsmaker:** Robert M. Ganger, who heads D'Arcy as chairman of its board, is probably best known in advertising and marketing as the man who developed and launched Kent Cigarettes for Lorillard. His second claim to fame is the role he played in the invention of Calvert whiskey's "Man of Distinction."

Now he is a focus of admen interest again as his agency takes on three new accounts: Studebaker-Packard (billing estimated at \$7 million), Nehi (about \$2.5 million) and Colgate-Palmolive's Cashmere Bouquet soap and beauty preparations (about \$2 million).

What is happening at D'Arcy appears to be happening at other middle-size shops along Madison Avenue in recent days. They seem to have been stealing thunder from the giants in snaring of new business. Cases in point: Keyes, Madden & Jones picked up the \$2.5 million Florists' Telegraph Delivery Assn. account; Ogilvy, Benson & Mather was named the agency for Jersey Standard's institutional advertising; Doherty, Clifford, Steers & Shenfield and William Douglas McAdams Inc. got Roche Laboratories.



*Robert M. Ganger*

The effect on air media of such a wave of switches is hard to say. In the case of D'Arcy's new acquisitions, only one has been a fairly consistent air advertiser—Nehi. Studebaker-Packard has been noticeably absent from the medium, but a new agency planning a new campaign could conceivably have some effect in the coming auto battle this fall. The big question mark is really what Studebaker-Packard itself will do now that it has killed the Packard line.

At any event, D'Arcy's total billings should now be in the neighborhood of \$65 million. Last year, with \$53 million, it invested \$15 million in air media.

Ganger, a native of Ohio, began his ad career in 1926 as a trainee at Geyer Co. in Dayton, climbed to vice president of its New York agency which eventually became Geyer, Newell & Ganger, Inc. In 1950, he joined P. Lorillard & Co. as executive vice president, was elected president in 1952, moved on to become board chairman of the half-century old D'Arcy agency in 1953. In his years at Lorillard, sales rose 40%. Some D'Arcy clients: Olin Mathieson Chemical, Standard Oil of Indiana, Anheuser-Busch, General Tire, Gerber Baby Foods, White Motors and Taylor Wine Co.





*in Omaha:  
the man who  
has everything:  
goatee,  
orange thunderbird,  
ancestry,  
and a gift for selling*

He's Henry Busse, Jr., and in his own unique way he's typical of the personalities who have put KOWH at or near the top of Omaha radio for more than 8 years.

Give yourself everything you need to succeed in Omaha radio: KOWH (good coverage too, on 660 kc).

Call the Young man—or General Manager Virgil Sharpe.

# KOWH

## OMAHA

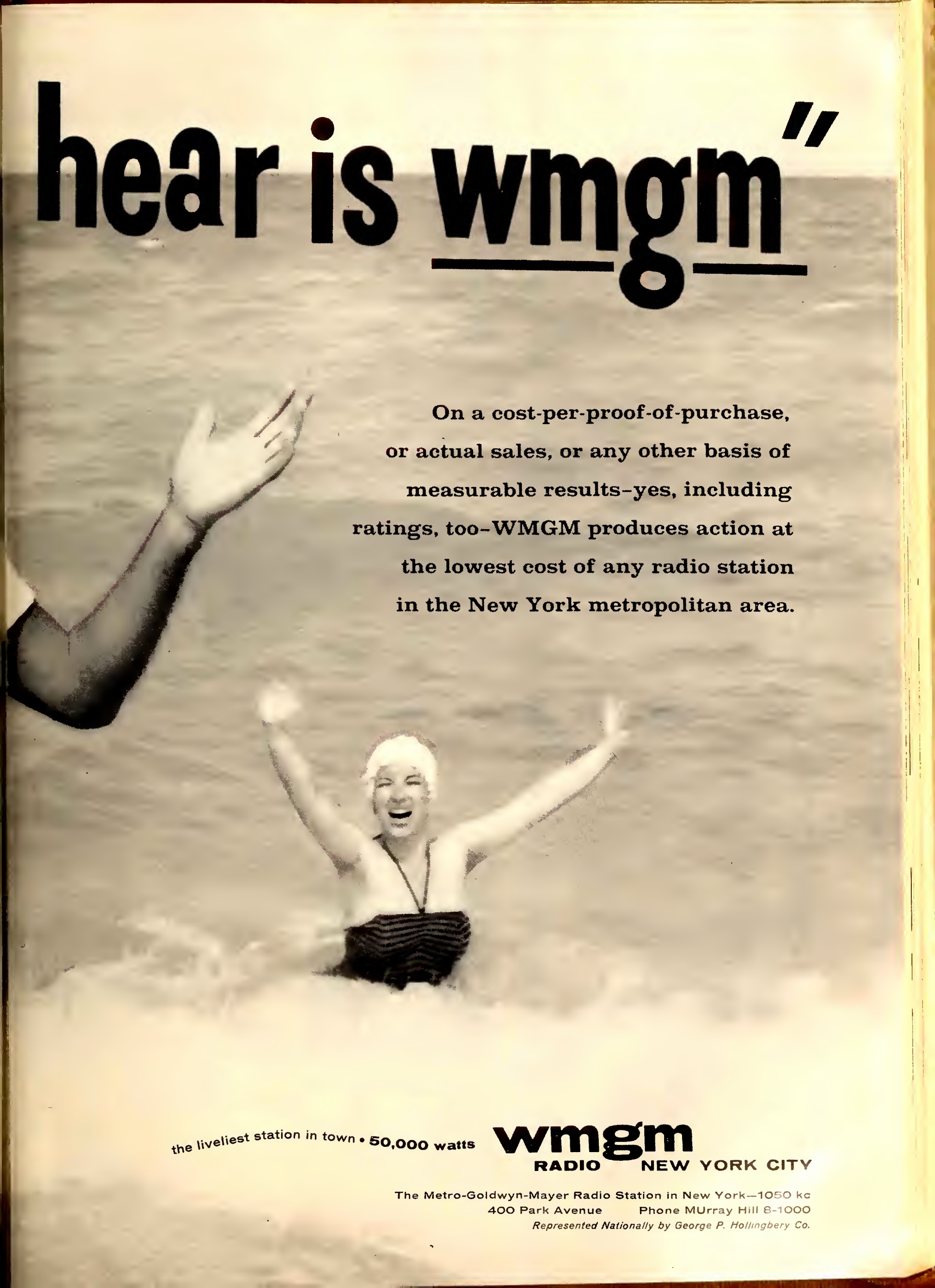
*Represented by Adam Young Inc.*

# "All I





# hear is wmgm"



On a cost-per-proof-of-purchase,  
or actual sales, or any other basis of  
measurable results—yes, including  
ratings, too—WMGM produces action at  
the lowest cost of any radio station  
in the New York metropolitan area.

the liveliest station in town • 50,000 watts

**wmgm**

**RADIO NEW YORK CITY**

The Metro-Goldwyn-Mayer Radio Station in New York—1050 kc  
400 Park Avenue Phone MUrray Hill 8-1000  
*Represented Nationally by George P. Hollingbery Co.*





"B" is Benign  
And not very deep.

Without stimulation,  
Radio puts him to sleep!

To keep listeners wide awake, radio must be programmed with stimulation and vitality plus appeal to the wide variety of individual tastes that make up any market.

In Greater Los Angeles, KHJ with FOREGROUND SOUND has been providing its listeners with this kind of programming for 36 years.

Through news, commentary, sports, quiz, dramatic and variety programs, KHJ delivers listeners who pay close attention to the programs of their choice and consequently to the commercials within and around it.

Never underestimate the variety of tastes that make up the Los Angeles market. Here is a medium programmed to satisfy them all.

**KHJ**  
**RADIO**

LOS ANGELES  
1313 North Vine Street  
Hollywood 28, California  
Represented nationally by  
H R Representatives, Inc.



## Timebuyers at work

Inez Aimee, Norman, Craig & Kummel, Inc., New York, feels that all too often salesmen fail to cover many important aspects of a buyer, limiting their pitch to ratings, cost-per-1,000, and the poor state of the competition. "Although this is usable information," Inez says, "it is a poor buy that is made solely on quantity spots for the least money. Station facilities are not just call letters, but the voice in a given market, commanding a teenage audience, an adult audience, or both. Since most markets have more than one voice, programing is an important consideration. The top station, rating-wise, may not always be the station that delivers the type of audience to which your product appeals. Yet, in many instances the salesmen are only vaguely familiar with the details of their own station's programing, personalities, etc. and often don't know anything at all about the programing of the competition. In addition to first-hand knowledge of these details reps should supply data on the living habits, commuting and leisure time of the market. Only then, will we have a complete picture."



Bernice (Bunny) Walker, media director, Goodman & Rouse, Inc., Los Angeles, suggests that "if radio stations were to adopt a policy against multiple spotting and *promote it on the air*, they could recoup much of the stature and goodwill they have lost among listeners and become the preferred buys in a market." Bunny sees




eight spots per day as sufficient to promote the idea. "First, run a two-week schedule pointing out that station does not consider a mere time signal or news headline as a sufficient interim between commercials and that a new policy will go into effect, followed by another two-week period calling attention to the change and finally asking the question, 'Hasn't it improved your enjoyment of our station?'" In a period of booming

sales, stature and goodwill may not seem paramount to many stations, Bunny says, "but remember '53 and '54," she cautions. "It could happen again." Bunny admits the lush summer months are not the time to initiate such a plan. "But in the fall readjustment period stations should take steps to stop the multiple spotting."





## Summer Stock



**N**ATURE is hard at work in Iowa these hot August days. Seeds have finished dancing in the fat dirt; their progeny shoot towards the hard sky, bearing corn ears listening to inch-a-day growth, wheat kernels maturing to the martial music of the wind. Pigs dine on meals planned as carefully as a baby's, become obese hogs with slabs of bacon glinting in the X-ray eyes of their owners. Guernseys turn vegetation into butter-fat; Black Angus build beef as they ruminate, perhaps about imminent fulfillment of their destiny. Chickens cluck stupidly, bragging about their egg production; geese gaggle and turkeys start their inexorable road to momentary glory.

Each year Iowa's black soil produces more wealth (we've said this before, but maybe you weren't listening) than all the gold mines in the world. Yet agricultural Iowa is only half the story. Industrial Iowa contributes an annual value of manufactured products which exceeds the \$2.5 plus billion farming provides annually.

Midst all this husbandry and industry Eastern Iowans find time to listen to WMT. WMT averages—5 a.m. to midnight—more audience than the combined total of all other radio stations located in our Pulse area.

### WMT

*CBS Radio for Eastern Iowa*

Mail Address: Cedar Rapids

National Representatives: The Katz Agency









No. 27 in the Nation  
in Size . . .

and Growing at **2 $\frac{1}{4}$**  Times  
the National Rate

**TIDEWTAR, Va.**

Tidewater, Va., a city *de facto*, is rapidly headed for the top 20! It is the continuous urban area comprising Norfolk and Newport News, which are inseparable for radio and television purposes.

Follow instructions in Sales Management's Survey of Buying Power by adding Norfolk to Newport News, and you'll get a big surprise. You'll get a metropolitan county area of 776,000 people . . . *larger* than Louisville . . . and *richer* than Richmond, plus Roanoke, plus Lynchburg, in retail sales!

TIDEWTAR is the best way to spell it . . . and sell it. For WTAR-TV is the greatest marketing force in this great and growing market!



**WTAR-TV**

CHANNEL 3  
NORFOLK

Greatest Marketing Force in Virginia's Greatest Market

President and General Manager—Campbell Arnoux • Vice President for Sales—Robert M. Lambe • Vice President for Operations—John Pepper. Represented by Edward Petry & Company, Inc.



*"They can't spend it  
if they ain't got it!"*

YOU might not agree with the grammar, but the homespun logic of that saying cannot be disputed.

You can create a desire for whatever it is that you have to sell, but if the means of purchase are not available . . . then you have no sale.

**BUT...**



*has it!*

This 3-Country Metro Area

**RANKS 8th**

**IN THE NATION**

**IN PER FAMILY**

**INCOME—\$7,562.00**

Source: May 10, 1958  
Survey of Buying Power

. . . and WeeReBeL sits right on top of this rich market. Survey after survey proves that audiences prefer WRBL and WRBL-TV, and that these stations completely dominate the gold-mine market of Columbus, Georgia.

*They buy it when it  
is seen or heard on*

**WRBL**

**AM — FM — TV**

**COLUMBUS, GEORGIA**

**CALL HOLLINGBERRY CO.**

## Commercial commentary

### P & G and creativeness

What do you think of P&G commercials? If you're like most admen I know you never think of them at all.

This in itself is sort of odd. One might expect that the copy and creative techniques of America's largest, smartest air advertiser would inspire as much envy, admiration, study, and imitation as do its research, marketing, planning, and media buying methods.

But this is just not the case. And having spent some time recently in reviewing radio and tv announcements for Tide, Crisco, Jif, Joy, Pace, Lilt, Gleem, Ivory, Oxydol, Crest, and other P&G brands, I think I know why.

At the risk of offending some pretty hotshot agencies (B&B, Compton, Y&R, Burnett, Grey, DF&S) and causing stern, subterranean rumbles in the Queen City of the Ohio, I offer these naked, impertinent judgments.

Most P&G commercials are surprisingly mediocre, considering their source. Many are as dull as the dishwater they glorify, as synthetic as a soapless detergent. Few deserve your thoughtful consideration as outstanding examples of sound radio/tv selling.

These, of course, are serious charges. And I imagine that many embattled brandmen will be ready to smite me hip and thigh for daring to speak so disrespectfully of any corporation with a billion dollar annual sales volume. So let me hastily toss in some credentials and qualifications.

### P&G's perpetual critics

In the first place, having spent 15 years working closely with P&G on a variety of advertising problems, I yield to no man in my admiration for the Cincinnati giant.

P&G taught me more than any other client I've ever known, more than all the rest of them together in fact. P&G's shrewdness, soundness, and clear logical strategies make most other national advertisers seem like bewildered children, still struggling with their Dr. Dentons. And in the field of management, it seems to me that the dynasty developed by Neil McElroy and carried on so brilliantly by men like Howard Morgens, Jake Lingle, Raoul Chase, and Don Robinson (all of whom came up through the advertising department) is one of the finest in American business. I respect all of them very much.

In the second place, I know that it's fashionable in many parts of show business and the advertising world to gripe and crab about P&G's dollars-and-cents approach to advertising. And I have no sympathy with most of the gripers and crabbers.

Out in Hollywood, for instance, you'll hear sneers about P&G from beetle-browed writers in turtle-necked sweaters whose murky, Freudian dramas are yet unsponsored and unsung. You'll hear







Best-selling weekly magazine in America



## Take this easy way to insure yourself high ratings

All over America, eyes turn to TV Guide magazine before they turn to the TV set.

Here is the natural, No. 1 medium for your program promotions. It's multi-million audience is the equivalent of a 16 rating for, across the nation, one family in six reads it (6½ million circulation base as of October 4). Your campaign wins viewers for your show, builds the popularity of your stars, pins down your identification as sponsor.

There's no waste readership with TV Guide magazine, for its circulation follows the pattern of television ownership. You can choose full national coverage or any combination of the 50 regular editions which fits your station lineup.

Here is the best single rating insurance policy you can buy. And—note this well—TV Guide magazine is as valuable a medium for advertising your *products* as your *programs*.

A WEEKLY MAGAZINE...A DAILY HABIT



DO  
YOUR PRODUCTS  
NEED  
MERCHANDISING?



**WORL**  
BOSTON  
offers

1. Surveys
2. Dealer Contacts
3. Dealer Letters, Cards, etc.
4. Grocery Store Displays
5. Drug Store Displays
6. Participation in WORL'S Housewives' Luncheons
7. Window Displays
8. Interviews
9. Editorials, 14 Newspapers
10. Ads In Leading New England Magazines
11. Full-Color Subway Posters

Tell us your problem. We will help you devise a promotion tailored to suit your product's needs.

•

All this, plus the powerful super salesmanship of our top-talent air personalities, and you will, at low cost, realize

**SALES RESULTS**  
ON  
BOSTON'S "950 CLUB" STATION  
(Adult Music & News Programming)

**WORL**  
BOSTON  
5000 WATTS — INDEPENDENT  
Represented nationally by  
HEADLEY-REED CO.

bleats about P&G's "lack of artistic sensitivity" from bosomy nightclub entertainers whose artistic and cultural horizons are bounded on the east by Las Vegas.

And here in New York I've known fancy, high-priced copywriters who stalked away into the literary night, muttering darkly that a "P&G account is a creative man's graveyard." But I don't hold with such lofty and aesthetic idealists. Nor is this criticism intended on their plane.

The third point I want to make (and quickly, before the wolves catch up with the sleigh) is that the only possible excuse for taking a poke at one company's commercials in a column such as this, is to point a moral or illustrate a lesson. And to me there's a clear lesson to be learned from studying P&G commercials.

Advertisers like P&G have made tremendous gains in recent years, in research, media-buying and marketing. But I don't think these gains have been matched by corresponding gains in advertising creativeness. The creative side of advertising is lagging far behind the parade.

#### Make your own critical test

If you want to check this unorthodox, heretical theory, try making your own small critical test of a few P&G announcements. You can easily get a fair smattering sample of them by watching such P&G-sponsored evening tv shows as, *It Could Be You*, *Suspicion*, and *Phil Silvers*.

See if you don't notice, as I have, that many P&G commercials have a curious kind of synthetic, artificial quality. They look and sound as if highly experienced writers and producers were going through the motions without quite believing in what they are doing.

The elements are all there—the slick camera work, the jingles, the theme songs, musical scores, close-ups and cute "ideas." But somehow they don't add up. They're not put together with the love and warmth that characterize the Kraft commercials, for instance. They seem forced, spurious, mechanical, contrived. As if, in the P&G scheme of things, commercials were a necessary but regrettable part of advertising.

Another point that bothers me: P&G brands seem to have developed no clear-cut competitive story or identity. Commercials for Zest, for example, seem to want to overwhelm me with shrill soprano assurances that "for the first time in my life I'll be really clean." Yet I don't gather what kind of a soap Zest is, or why it is different or better.

Finally, and notice this carefully, many P&G announcements seem awkward, embarrassed, sub-human, when it comes to portraying people. For every Crest commercial with its gleeful "Look Mom, no cavities" reproduction of the Norman Rockwell scene, you get dozens of ponderous heavy-footed portrayals of improbable housewives and frantic husbands who lack recognizable human traits.

These things (if true) are very real weaknesses. So real, in fact, that I'm beginning to wonder if copy and creative work on many other national accounts hasn't become alarmingly perfunctory in recent years. *Is today's best advertising being done by the biggest advertisers?* Frankly, I don't think it is, and I want to discuss this subject in my next column. Meanwhile, though I'll welcome comments, arguments, brickbats, and even sharp knives from interested, or apoplectic readers.



# LOOK WHO GETS THE BIGGEST SLICE IN SACRAMENTO!



## SHARE OF AUDIENCE \*

Sign-On to Sign-Off

**KCRA-TV...52.5%**

**STATION "B".....38.1%**

**STATION "C".....12.7%**

\*ARB, May, 1958  
Sacramento, California

If you want to sell merchandise, you have to have an audience. KCRA-TV gets a 52.5% share of the Sacramento, California audience, bigger share than two other competing stations combined.

Join the man who came to dinner. Call your Petry man now and check KCRA-TV's lush menu of availabilities.

Represented by  
**EDWARD PETRY & -CO.**

<b>KCRA-TV</b>		CLEAR
Serving 468,370 TV Homes*		<b>3</b>
*N. C. S. 3 Spring 1958		
SACRAMENTO, CALIFORNIA		
BASIC	<b>NBC</b>	AFFILIATE
		CHANNEL





sales grow

# LARGER

*Your profits increase!* This pioneer station ranks first in Lancaster, Harrisburg, York, as well as in numerous other cities: Gettysburg, Hanover, Lebanon, Chambersburg, Carlisle, Lewistown, etc. *Your advertising budget goes farther!* The multi-city coverage which WGAL-TV delivers costs you far less than buying single-city coverage. The list of advertisers using the selling force of this pioneer station grows larger all the time. WGAL-TV is important in your selling plans.

- 1,040,465 households
- 942,661 TV households
- 3,691,785 people
- \$3¾ billion annual retail sales
- \$6¾ billion annual income

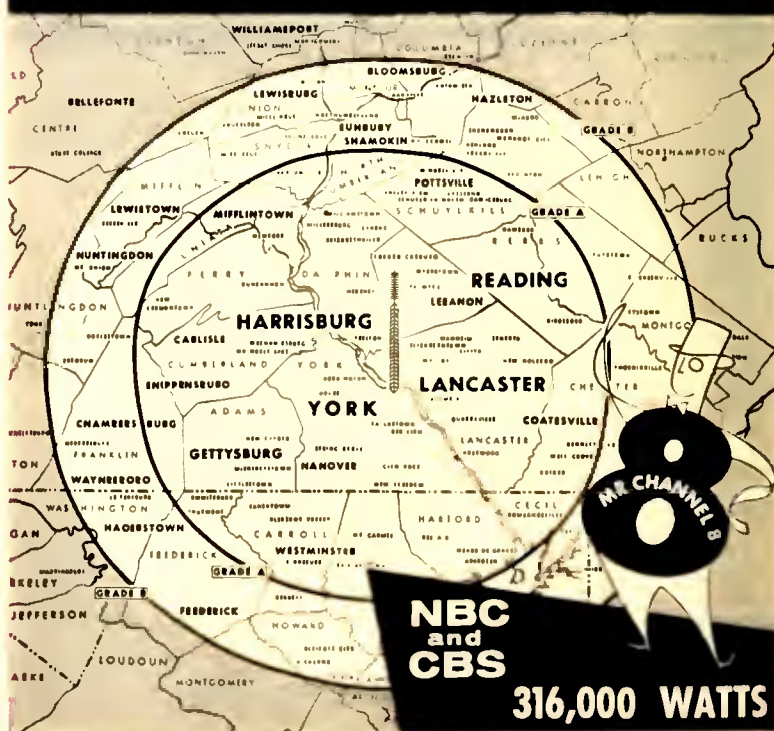
# WGAL-TV

## LANCASTER, PA.

**NBC and CBS**

STEINMAN STATION • Clair McCollough, Pres.

**AMERICA'S 10th TV MARKET**



Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco



# SPONSOR-SCOPE

30 AUGUST 1958  
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SPONSOR PUBLICATIONS INC.

The marketing man might as well start moving over to make room for the rising white-haired boy of the agency business: the new breed of media expert.

He's the emergent coordination who knows:

- 1) All the latest mechanical developments in all the media.
- 2) The marketing patterns of each account. He's the problem-solver who isn't inhibited by a lot of frozen concepts of media usage and combinations.
- 3) What has happened to tv in all its nuances since the rise of ABC TV as a third contending force.
- 4) Shifts in population, the growth of interurbia, and changes in industrial, distribution, and sales patterns.
- 5) Day-to-day trends in marketing, media, and applications of sales strategy, and has the ability to translate them practically to the client.

In the last analysis, the trend gives signs of pushing the account man farther back in the line of personal power.

**Historical note:** It wasn't so many years ago when a media man with the title of v.p. or membership on the plans board was a rarity in the trade.

It now looks as though ABC TV won't raise the curtain on its new daytime program line-up until 13 October—a week later than originally scheduled.

The main reason for the postponement; the proximity of the World Series. This could create clearance problems and overshadow the inaugural ballyhoo.

**New national spot business continued to pick up momentum this week.**

Spot tv activity included Lever's Handy Andy detergent (K&E), Chase & Sanborn Instant Coffee (Compton), Welch's Grapejuice (Manhoff), Trinut Margarine (Donahue & Coe), Standard Brands' Blue Bonnet Margarine (Bates), Cowbrand Soda and Blue Rinso (JWT), Toni's Bobbi Pincurl (Clinton E. Frank), Wander Co.'s Ovaltine (Tatham-Laird).

Among the new spot radio signers are: General Mills' Gold Medal Flour (DFS), four flights adding up to 18 weeks; National Biscuit (McCann-Erickson), eight weeks of minutes and 20's; Sterling Silversmiths' Guild (F&S&R), 10 weeks of 10 I'd and five one-minutes per week; and Rival Dog Food (GB&B).

If you've speculated where a rep's commission actually goes, compared—say—to an advertising agency, here's an answer as relayed by Adam Young, Inc.

Young took the standard costs for operating an ad agency and stacked them up with his own. The breakdown came out as follows:

EXPENSE ITEM	AGENCY	STATION REP
Salaries	63.3%	62.8%
Travel & entertaining	3.1	6.4
Rent	4.7	5.7
Telephone & telegraph	1.82	6.8
Legal & auditing	0.95	0.8
Stationery & office supplies	2.08	3.6
Miscellaneous	11.8	9.2
TOTAL	87.75%	95.3%



You can take this as a sign of the times (or a keen eye for publicity): WBBM-TV, Chicago, has appointed a full-time scientist to its staff as a consultant.

The station apparently figures the space age needs more interpretation than the regular newsroom operation can supply.

CBS TV this week introduced a new wrinkle for commercial allocation in its nighttime schedule for the fall.

Advertisers on **Perry Mason**, now sold at 20-minute segments (\$63,000 time and talent), may, if they so elect, use one of the two commercial minutes coming to them on one week and cross-plug the other minute the following week.

Meanwhile **Pursuit**, a live newcomer set for Wednesday night, may be put on the market by CBS TV with a similar arrangement. Cost of a 20-minute segment of **Pursuit** for time and talent is \$52,000, with about \$27,000 allotted for facilities.

**Buick** this week became NBC Radio's first buyer of the concept to precede a new copy platform in tv with a radio campaign.

The buy: 10 five-minute **Bob Hope** tapes weekends for 13 weeks, starting early September, at around \$13,000 weekly. Of course, the fact that Hope will be doing a series of specials on NBC TV this season for Buick had much pertinence.

Another NBC sale this week: **Mogen David Wine**, 42 announcements weekly.

CBS Radio's sales included a big schedule of news periods to **R. J. Reynolds**; 11 segments a week for 14 weeks to **Pepsi-Cola**; and three segments a week for eight weeks to **Sterling Silversmiths Guild** (which also will use NBC).

**Postscript to the wrangle over local vs. national rates:** A preliminary look at the answers it got from stations shows **B&B** that its client, **Maxwell House Coffee**, isn't paying higher rates, generally speaking, than regional coffee brands.

The agency recently asked tv stations what coffee brands they were carrying and at what rate. The returns haven't been completely analyzed.

**Compton**, which also quizzed stations on how advertisers qualify for the local rate, reported this week that the answers were on the whole quite "satisfactory."

General impression gained from the returns: The Compton letter served to spark the recipients into making a reevaluation of their local vs. national rates. Some wrote that starting with a certain date there would be a sharper demarcation of what type of client qualifies for the retail rate.

(For background, see 16 August SPONSOR, page 27).

The merger this week of **C. L. Miller** with **Lennen & Newell** underscores an opinion often expressed by agency management experts: You have to have \$20 million in billings in one agency office to afford real marketing and research services.

In announcing the merger L&N's **Adolph J. Toigo** included this statement: His agency's "extensive creative marketing research operation was a most important factor in the Miller Company's decision to merge with Lennen & Newell."

Miller's billings run between \$8-9 million. The merger lifts L&N's billings to around \$77 million. (For more details, see NEWS & IDEA WRAP-UP, page 77.) If **Buchanan** joins L&N, the estimated billings would be around the \$85-million mark.

Added commentary: The number of agency mergers so far this year isn't so extensive as in the previous year or two, but the roster nevertheless is lengthy. The 1958 marriages include:

MERGING AGENCIES	ESTIMATED JOINT BILLINGS
Roche, Williams & Cleary; U.S. Advertising Corp.	\$11,000,000
Grant Advertising; Abbott Kimball; Burke Co.	88,000,000
Honig-Cooper; Dan B. Minor	15,000,000
Humphrey, Williamson & Gibson; Erwin Wasey of South	8,000,000
Kastor, Farrell, Chesley & Clifford; Hilton & Riggio	18,000,000
Compton; Goldwaite-Smith; Carvell, Nelson & Powell	75,000,000



By now it's pretty obvious why the closed-circuit entrepreneurs have such burning designs on the sports telecasting field:

It's on the way to becoming a **\$50-million network tv business.**

In exploring the sports sector of network tv for the coming season, SPONSOR-SCOPE this week worked out some compilations which for the first time show—in hard figures—that:

1) **The air media have never had it so good** or faced such rising prospects in the realm of sports.

2) Sports are the one source of programing **money that's tripled** within the past two or three years.

3) Advertisers regard sports as **"the" selective audience target** if it's a man's product they've got to sell.

Herewith is a network-by-network breakdown of sports revenue (time, rights, production, and cable costs included):

NBC TV		NBC TV (Cont'd)	
EVENT	COST	EVENT	COST
Cavalcade of Sports	\$6,750,000	Blue-Gray Game	\$ 250,000
Fri. Post Fights	2,500,000	Pro Football Exhibitions	300,000
Major League Baseball	900,000	TOTAL NBC TV	\$24,445,000
All-Star Game	300,000	CBS TV	
World Series	1,600,000	Baseball Game of Week	7,500,000
National Open Golf	160,000	Professional Football	4,800,000
Tournament of Champs	160,000	Bowl Games	850,000
National Singles	350,000	Triple Racing Crown	500,000
NCAA Football (nat'l)	3,500,000	Hockey	200,000
NCAA Footfall (region'l)	1,360,000	NIT Basketball	160,000
Football Scoreboard	125,000	Masters Tournament	225,000
Pre-game Sports Shows	650,000	Miscellaneous Events	300,000
East-West Game	150,000	TOTAL CBS TV	\$14,535,000
Sugar Bowl	240,000	ABC TV	
Rose Bowl	450,000	Wednesday Fights	5,300,000
Senior Bowl	150,000	All-Star Golf	1,500,000
Pro Football	240,000	Miscellaneous	300,000
Pro Basketball	3,450,000	TOTAL ABC TV	\$7,100,000
College Basketball	1,860,000	GRAND TOTAL	\$47,080,000

Though it hasn't disclosed what its other plans are in air media, Mercury will continue with the Ed Sullivan show for another year.

The current contract expires 28 December.

NBC TV is reaching a sold-out position with its specials for the coming season. (It's just sold three Jerry Lewis shows to U.S. Time.)

CBS TV's only big problem on the specials side is finding a customer for the other half of the \$500,000 Wonderful Town obligation.

NBC TV is relieved of one big sales concern—the Steve Allen Show—at least until the end of the year: All but two alternate half-hours are sold out.

The advertisers and the number of alternate half-hours they're each committed for: Greyhound, 13; DuPont, 6; Norelco, 3; Timex, 2. Open spots, 21 September and 28 December.

Cost per half-hour of time and talent: \$134,000 gross.

Add to the list of advertisers who have bought into network tv to reach their customers' customers: Eastman's chemical division.

The buy: Next June's National Open Golf Tournament on NBC TV.

The purpose: Ballyhooing the division's fabrics.

Meantime DuPont's synthetic fabrics section will have a massive campaign going for it via several shows on the same network the coming season.



**If you've any doubts about tv's status as the No. 1 medium, note this:**

National Advertising Investments (a collaboration of LNA and PIB) has just released a compilation of the **first 100 advertisers for the first six months of 1958** in fast-measured media (general and farm magazines, Sunday supplements, and network tv).

The 100 leaders spent \$435,597,105 in these media for that period. Here's the stopper: Their total **tv network expenditure** came to \$345,841,329—or about **80% of the total**. (See page 93 for a detailed rundown.)

**St. Louis—on the increase as a spot source—suddenly has become the mecca for reps with their special presentations.**

Media buyers there report that they've been on the receiving end of all types of pitches lately—from slide or film projectors to transcriptions with sound tracks.

One was treated to the usual **flip-over card in miniature, but with this twist:** He could sit at his desk, turn the cards himself and read the copy, while the visiting rep keeps mum throughout. (All the rep does is wait for questions.)

**A line in P&G's annual report** that caused many a Madison Avenue eye to widen was this: **Two-thirds of the company's business in household products was in items that weren't in existence 12 years ago.**

The report for the year ending 30 June gave the **consolidated sales** as \$1,156,389,726—the third consecutive year it's been over the billion-mark—and the **earnings** as \$73,196,618.

**Ask a media analyst what he'd like to know most about radio and his answer is:** more information, both quantitatively and qualitatively, about the **auto listener and other outdoor sets.**

He'll also likely tell you that he knows that the average autoist listener devotes about **45 minutes a day to it.** But there's not much else known about this audience with a unique built-in factor: **It's a captive audience that can't simultaneously participate in much else.**

Like old generals, **client-agency relationships generated by air media never die.** Remember how **Blackett-Sample-Hummert and Young & Rubicam started on their ride by inducing advertisers to assign them the radio portion of their accounts?**

Now the **Clinton E. Frank agency, of Chicago, has resurrected that device of the early '30s:** it's got the **radio-tv section of the Formfit account, while McFarland, Aveyard & Co. retains the print.**

Frank's plan for Formfit: **spot campaigns on 13-week schedules.**

**Not all admen are in sympathy with the AFA's drive to keep the Internal Revenue Department from forcing manufacturers to apply the excise tax to co-op funds as well as the price of the merchandise.**

The opposite camp thinks that the **IRS move could serve as a healthy check and balance in the use of co-op money.**

Manufacturers would still make their co-op funds exempt from the tax if they proved that it was used in the best interests of marketing and not advertising and not converted into a concealed price concession or discount.

**Co-op is estimated to account for a fifth of advertising expenditures annually, or about \$2 billion.**

**For other news coverage in this issue,** see Newsmaker of the Week, page 4; Spot Buys, page 75; News and Idea Wrap-Up, page 76; Washington Week, page 87; SPONSOR Hears, page 88; Tv and Radio Newsmakers, page 94; and Film-Scope, page 85.





**RECORD CROWDS** watching the Kansas City Athletics typify responsive, busy, growing Kansas City.

Photo: Sol Studna

## Kansas City has the pitch

Or should we say pitches! For Kansas City's a big-league town in lots of ways. The A's fill up the ball park week after week. The Downtown Committee has given the retail district a shot in its wallet. Redevelopment of the North End is making national news.

And it won't be long before there's an area authority to preside over the booming, bustling

4-county, 2-state community that is Greater Kansas City. More than a million persons live here. They pack a wallop buying power of nearly \$2 billion.

So stakes (and steaks, as you well know) are big in big-league Kansas City. And KCMO-Radio—50,000 watts and basic CBS—has the leadership that can make your claim stick.

**KCMO-radio**

810 kilocycles • 50,000 watts  
Kansas City, Missouri

Joe Hartenbower, General Manager  
R. W. Evans, Commercial Manager

KANSAS CITY  
SYRACUSE  
PHOENIX  
OMAHA  
TULSA

KCMO  
WHEN  
KPHO  
WOW  
KRMG

KCMO-TV  
WHEN-TV  
KPHO-TV  
WOW-TV

The Katz Agency  
The Katz Agency  
The Katz Agency  
John Blair & Co.—Blair-TV  
John Blair & Co.

Represented nationally by The Katz Agency

Meredith stations are affiliated with  
BETTER HOMES AND GARDENS and SUC-  
CESSFUL FARMING Magazines.





# JULY ARB SHOWS WTVJ HAS TOP SOUTH FLORIDA AUDIENCE!



**WTVJ**

**captures**

**48.4% share**

**of audience**

**sign-on to sign-off**

**Monday thru Sunday**

● In addition, ARB reports that WTVJ is the most dominant station *in the nation* in share of audience among all the 3-V cities surveyed by ARB in July! Measure WTVJ's audience in South Florida. Compare WTVJ's standing with stations in other major markets. More than ever, WTVJ is a key buy in your TV planning!

**WTVJ • MIAMI**

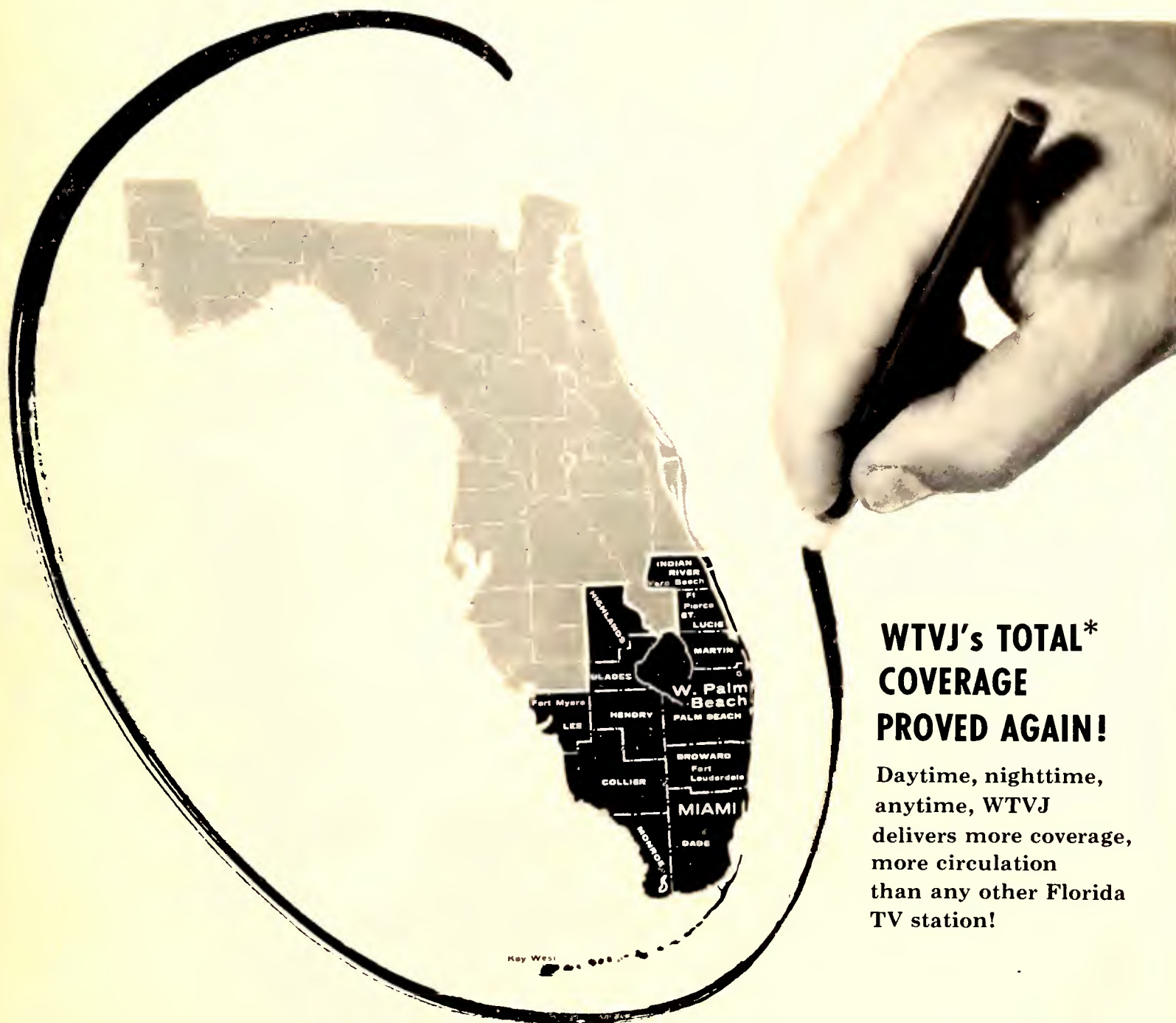


**CHANNEL 4**

*Represented by Peters, Griffin, Woodward*



# NCS #3 SHOWS WTVJ IS FLORIDA'S #1 STATION!



## WTVJ's TOTAL\* COVERAGE PROVED AGAIN!

Daytime, nighttime,  
anytime, WTVJ  
delivers more coverage,  
more circulation  
than any other Florida  
TV station!

**STARTLING RESULTS OF NCS #3:** Among *all* Florida TV Stations WTVJ is

- first in monthly *coverage*
- first in weekly *coverage*
- first in daytime *circulation*, weekly
- first in daytime *circulation*, daily
- first in nighttime *circulation*, weekly
- first in nighttime *circulation*, daily

See your PGW colonel for all the facts that prove *Total\** Coverage makes WTVJ your *first* Florida TV buy!

# WTVJ • MIAMI



CHANNEL 4

*Represented by Peters, Griffin, Woodward*

\* Dictionary defines TOTAL  
as "whole, amount,  
complete, entire."



## Bonus Bigger than ever now on Mobile's "one **BIG** one"!

Nielsen No. 3 Piles Up Still More Points  
for WKRG-TV in BILLION-PLUS Market

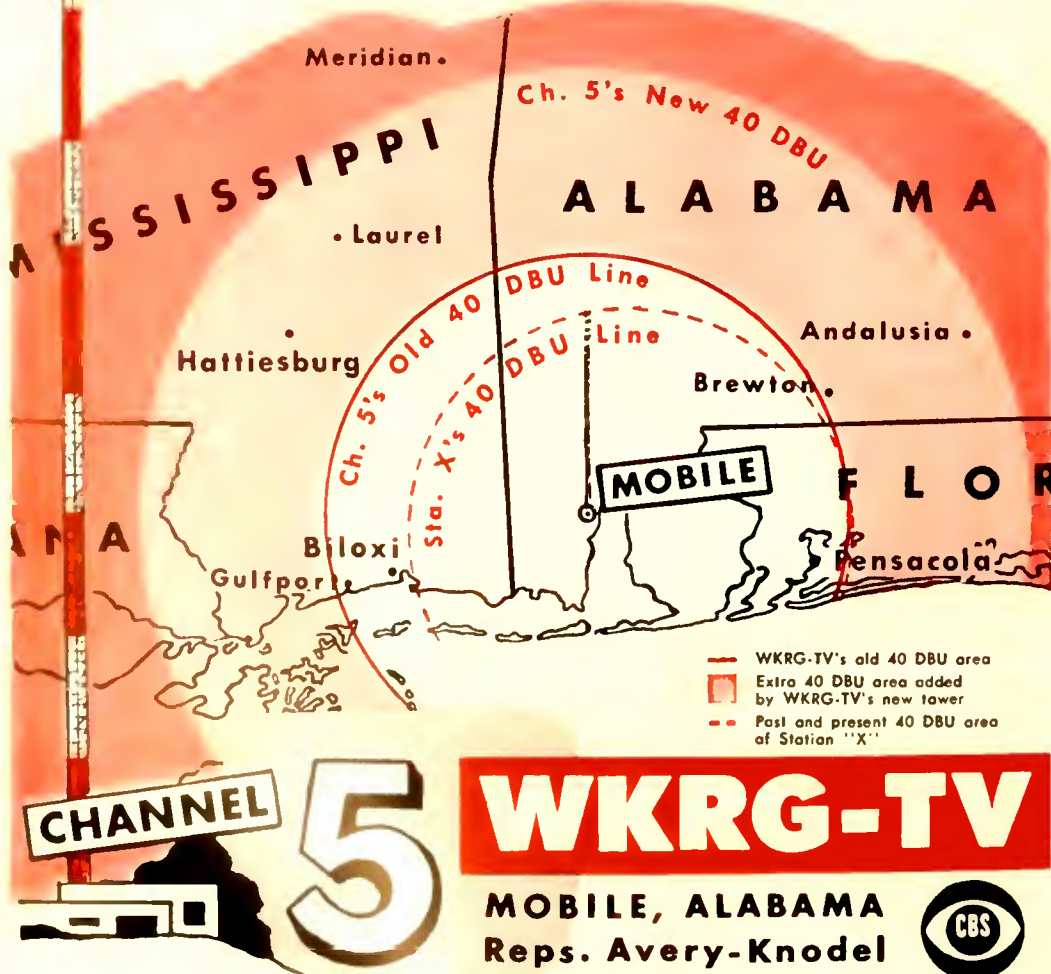
Even though WKRG-TV's new, taller tower had been in use only six weeks when the survey was made, it paid big dividends in the Nielsen Coverage Report (#3) just out.

WKRG-TV increased its lead in every major department. Whether you're buying spots or program time, now you can depend more than ever on WKRG-TV to do ONE BIG JOB for you in the Mid-Gulf Area. Check these bonuses, and you'll see what we mean:

### WKRG-TV CIRCULATION BONUSES

STATION	Weekly Daytime Circulation	Weekly Nighttime Circulation	TOTAL BONUS for WKRG-TV
WKRG-TV	157,730	176,950	
Station "A"	130,390	146,500	57,790
Station "B"	84,610	104,050	146,020
STATION	Daily Daytime Circulation	Daily Nighttime Circulation	TOTAL BONUS for WKRG-TV
WKRG-TV	109,600	139,860	
Station "A"	93,060	113,230	43,170
Station "B"	48,670	61,220	139,570

For availabilities, or a further breakdown on the new Nielsen, call your Avery-Knodel man, or C. P. Persons, Jr., V-P & Gen'l Mgr. of WKRG-TV.



# 49th and Madison

### Radio and community relations

Your article on "How Radio Can Improve Your Community Relations" in the July 26th issue is exactly what we have been looking for to sell the largest industry in New Hampshire. Please rush us 20 copies so that we may put one on the desk of every executive.

For the first time, at least in my experience, a helpful tool has been given to the local radio station to help overcome the apathy and inertia of major industries whose stock in trade reply is "You can't sell me radio because I don't have any products for local retail sales. Thank you for a great article.

Richard P. McKee  
pres., McKee Bdcstg. Co.  
Berlin, N. H.

### Farm programming

Being one of your subscribers, I came across an item pertaining to the proposed change in programming for Station WLS in Chicago. This item was on page 10 of your August 9th issue. The paragraph which struck me as being rather unusual says, "The farmer is no longer a specialized audience. . . . If the theory should take hold, the broad effect in air media would be as revolutionary as the introduction of the tractor. . . ."

I am rather surprised that a progressive magazine such as yours would make such a statement.

It so happens that WLS, the same as a few others of the once big and mighty farm stations, has been lost completely and has not known how to adjust itself to changing conditions.

This is not at all true as far as many other farm stations are concerned. As an example, I would like to cite KXEL in Waterloo, Iowa, 50,000 Watts—a station which we acquired three and a half years ago. The observations which you make in your issue of August 9th we found to be true three and a half years ago, and we programmed our station accordingly—with the result that we are the Number One Station in our home urban market

(Please turn to page 26)



# From Caesars Head Mountain, S.C.

## WFBC-TV..

### AMONG THE

## A GIANT SOUTH'S GREAT MARKETS



### WFBC-TV

Population 2,783,100  
Incomes \$3,163,844,000  
Retail Sales \$2,337,504,000  
Television Homes 523,890

*The Giant of Southern Skies*

### New Orleans, La.

Population 1,285,800  
Incomes \$1,582,024,000  
Retail Sales \$1,134,440,000

### Atlanta, Ga.

Population 2,275,900  
Incomes \$3,419,821,000  
Retail Sales \$2,466,048,000

### Jacksonville, Fla.

Population 1,053,800  
Incomes \$1,436,034,000  
Retail Sales \$1,229,777,000

### Birmingham, Ala.

Population 2,219,100  
Incomes \$2,681,335,000  
Retail Sales \$1,766,249,000

### Miami, Fla.

Population 1,305,100  
Incomes \$2,441,693,000  
Retail Sales \$2,243,761,000

### DOMINANT IN GREENVILLE, SPARTANBURG & ASHEVILLE

Here's the new WFBC-TV market . . . with an increase of 48% in coverage area. Figures shown for Population, Incomes and Retail Sales for WFBC-TV are within its 100 UV M contour (average radius approximately 100 miles). All other markets are measured within a 100-mile radius. WFBC-TV now dominates 3 metropolitan areas, Greenville and Spartanburg, S. C., and Asheville, N. C., and is truly "The Giant of Southern Skies."

Ask For Facts About The New WFBC-TV MARKET. Call or write the station or WEED for additional information about WFBC-TV's great 4-state market in the Southeast.



Channel 4  
**WFBC-TV**  
GREENVILLE, S. C.  
NBC NETWORK

MAXIMUM HEIGHT—2,000 ft. above average terrain, and 3,978 ft. above sea level.

MAXIMUM POWER—100 kilowatts.

TRANSMITTER SITE — Caesars Head Mtn., S. C.

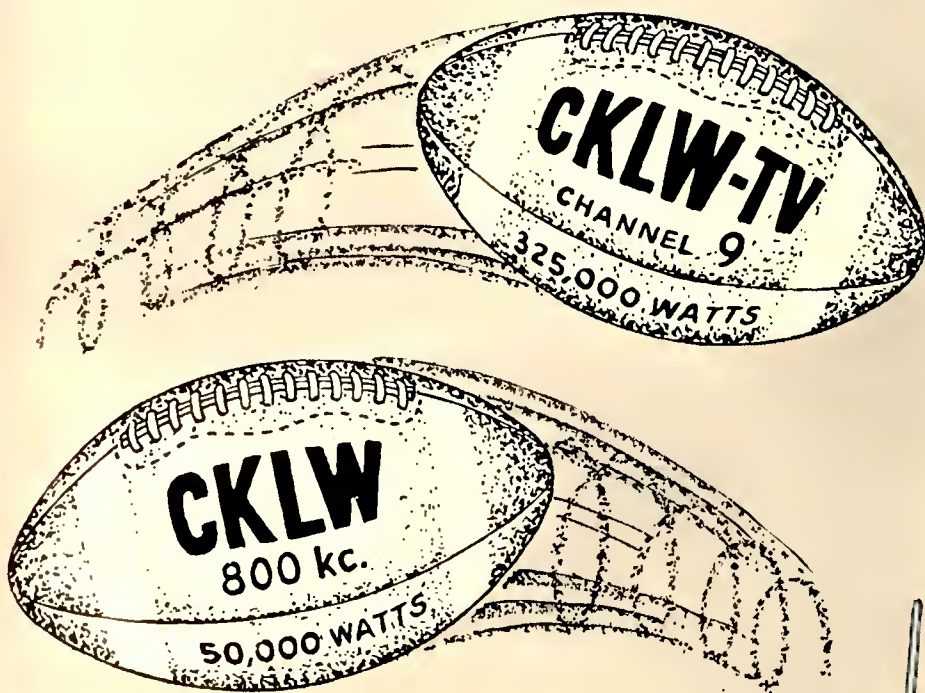
Population, Incomes and Sales Data from SALES MANAGEMENT, 1958. WFBC-TV's T. V. Homes from Nielsen No. 3.



Kick-Off Your Fall Campaign  
with the

**"TWO MOST  
POWERFUL WEAPONS"**

in the Detroit  
Selling Game...



If you'd like to play ball with the champs this Fall join up with Detroit's Most Powerful team. You get greater coverage for the most reasonable investment — a story we're delighted to tell anyone . . . anytime.



#### 49TH & MADISON

(Cont'd from page 24)

and have increased our area audience by approximately 300% while still retaining a farm character and employing one of the best known farm directors in the business.

Egmont Sonderling  
president, WOPA, Inc.  
Oak Park, Ill.

#### Station rate problem

It is seldom that we find occasion to disagree with a SPONSOR editorial. However, your proposal that all stations establish one rate for both national and local business appears to result from a lack of research.

When you say "all stations" it seems to me you're basing your evaluation on the very largest markets only. New York, Los Angeles, San Francisco, Chicago, Miami, St. Louis, and other giant-size markets spread out so far and encompass so many people that it's difficult, if not impossible, to draw a line between local and national advertising prospects.

However, in smaller important markets such as Little Rock and Wichita Falls, for a fast example, top stations with network protection actually do a real job fifty miles and more from the local trading area. Here in Bennettsville, population 10,000, our 10,000 watts throws a primary signal over nine counties—all of them wealthier and more populous than our home county.

And that brings up this question: Would you have us offer our \$2.50 local rate, making it subject to two commissions, to national advertisers who want all nine counties; or would you suggest that we commit professional suicide by slapping our \$8.00 national rate on main street merchants who're currently paying an average of \$1.85 and screaming about 60 cent spots some of their colleagues are buying in North Carolina.


As to your comments on the sad state of the national rate in the Southeast, I'm afraid you're correct. I know of only one account in Atlanta that's paying national rate. And to the best of my knowledge, there's not an agency in Memphis that will consider it.

Neil Terrell  
gen mgr.,  
WBSC, Bennettsville, S. C.

● How about a \$4.00 single rate, reader Terrell? However, we didn't mean to suggest that all stations are ready for a single rate.



# from the heart of Pittsburgh to the entire tri-state area!



**WIIC**

CHANNEL

**11**

REPRESENTED BY  
**BLAIR-TV**

BASIC  
**NBC**  
AFFILIATE

**WIIC PITTSBURGH 14, PA.**

Telephone: FAirfax 1-8700

TWX: PG 16



# *The Average "TEENER"* *Is A Honey—*



**BUT**  
**It's ADULTS**  
**That Have The**  
**MONEY !**



Somebody's got to be different! That's why we tailor our program schedule to the adult audience for the most part. We love the teenagers—every hair on their soft little heads—but we know and you know that the folks that have the money to buy your products are the ADULTS!

**Our Listeners**  
**Are. . . . . 91%\* ADULTS!**

Not only does WHEC deliver more adult listeners than any of the other five radio stations in Rochester—but it is rated an outstanding No. 1 in all Rochester Metropolitan Area surveys! —A good thing to keep in mind when you seek the ears of BUYERS in the rich Rochester area.

\*PULSE REPORT—Rochester Metropolitan Area Audience Composition Data— March, 1958



BASIC CBS  
**AM-TV**  
ROCHESTER



REPRESENTATIVES: EVERETT McKINNEY, INC.  
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO



## "Private Brand" wars spur spot

- Big food advertisers are using flexible media plans in old, ever-boiling national versus private brand fight
- The importance of district offices and local strategies are rising in the purchase of radio and television spot

**T**he giant food industry, which alone accounts for more than one out of every five dollars spent for air media advertising, is boiling with new variations of the old national vs. private brand struggle.

What this outburst means in terms of the air media is:

- 1) The growing importance of spot radio/tv as weapons in the fast-moving economic warfare.
- 2) The desirability of cultivating local-regional sponsor and agency generals in charge of the battle. More and more decisions hinge on their recommendations.

Reports reaching SPONSOR in recent weeks from stations, reps, and Madison Ave. sources indicate unusual activity by large food advertisers to combat promotional pressure behind chain-store and jobber brands.

Consequently SPONSOR has checked into the situation with advertisers and other authorities in the grocery field, as well as to timebuyers, marketing men, and account executives in such agencies as J. Walter Thompson, McCann-Erickson, Young & Rubicam, Benton & Bowles, Compton, Bryan Houston, Kenyon & Eckhardt.

This is the picture that emerges:

- Though the national vs. private brand fracas is at least 30 years old, the increasing power of the big food chains is creating new headaches.

- At least 20 types of nationally advertised food products face substantial private brand competition.

- The degree of competition varies considerably by products. But the major arenas are in regular coffee, frozen foods, and instant coffee.

- Competition also varies widely by markets, because chain-store policies are constantly shifting.

- Advertisers for many national foods are setting up a "two-pronged" media strategy: 1) Glamorize their wares on a national basis, and 2) keep budgets sufficiently flexible to allow special support in local markets, with spot tv and spot radio.

- Private brand pressure is forcing many national advertisers to bring out new and improved products. (See

### 10 guide rules from A. C. Nielsen for grocery advertisers



A. C. Nielsen's NFI (National Food Index) is one of the most highly regarded marketing studies in the grocery field. From its findings, here's what Nielsen v.p. J. O. Peckham tells food advertisers with "private brand" problems

- 1) Build added values into your product—and *sell* them
- 2) Make it more convenient for consumers to *use* your product
- 3) Make it easier for consumers to *buy* your product
- 4) Consider marketing a *premium* brand at a *premium* price
- 5) Don't let price differentials vs. competition get too wide
- 6) Continue directing store efforts where the potential exists
- 7) Work more closely with retailers for effective ads, displays
- 8) Constantly reappraise your use of consumer promotion
- 9) Intensify your search for more effective ad appeals
- 10) Maintain regular local and sectional marketing tests



## These types of national products face tough private brand competition

### COFFEE (REG.)



### FROZEN FOODS



### BREAD



### COFFEE (INST.)



### MARGARINE



### TEA (REG., INST.)



### KETCHUP



### DESSERTS



### SHORTENING



### DETERGENTS



In addition to these, products in many other food classifications such as cheese, breakfast foods, butter, toilet paper, dog foods, salt, frozen fish, have big "private brand" problems in many areas

Among the products shown above, the biggest headaches come in coffee (both regular and instant) frozen foods, (especially juices, with meat and fruit pies also gaining) margarine, bakery products

Nielsen's Advice to Grocery Manufacturers on page 29). Many of these are being tested in limited areas and introduced on a market-by-market basis.

- Private brand competition is tending to localize "many national brand operations, requiring ad managers and agency account men to spend more time in the field.

- Alert station owners, by keeping a sharp eye of private brand developments in their own territories, often can pick up additional national business by adroitly reporting what's going on.

Here are in-depth reasons behind these new developments.

#### I. Size and power of private labels

Based on its continuing studies of grocery marketing, the A. C. Nielsen Co. estimates that in 39 major food categories nationally advertised brands get approximately 75% of the business. And, says Nielsen, this figure has not varied much in the past seven years.

This 75% average figure nonethe-

less causes loud moans among certain national advertisers. The trouble is, they maintain, that an average figure doesn't mean much, since it doesn't indicate 1) the wide variations between product types, 2) the wide variations in markets, and 3) increased chain power.

In regular coffee, for instance, it's estimated that in some markets private brands have more than 50% of the business, with A&P getting over 80% of its volume in its own brands. In certain areas, A&P sells no brands of bread except its own.

#### II. Supermarket chains get stronger

One generally accepted maxim in the grocery field is that "the stronger the chain, the stronger its own private brands." And the figures show that both supermarkets and supermarket chains have been gaining in power.

Today 60-65% of the food business done in grocery stores is sold through supermarkets. And the big supermarket chains like A&P, Safeway, Kroger, American, and National Tea have been making spectacular gains. A&P with

sales of \$4.7 billion in 1957 was up 13%, Safeway with \$2.1 billion was up 21%, and Kroger with \$1.6 billion was up 67% over comparable figures for 1953.

While increasing chain power "doesn't necessarily" mean that the chains are out to fight national brands, say grocery authorities, it does mean the chains are in a stronger position to decide how much of the market they want for private labels, and it has also a decided bearing on the amount of shelf space available for nationally advertised products. In other words, the private brand is both a profit maker and a lever to nudge the big manufacturers.

#### III. Follow the leader

One general characteristic of the national vs. private brand fracas is that most new products and improvements come from the nationally advertised varieties.

Instant coffee is a good example. Now that national advertisers have opened up the market, private, regional, and jobber brands are cashing in on



the growing popularity of this product.

Another good example is the frozen food field. Originally promoted by large manufacturers (there is no completely national brand in the frozen food field), frozen foods now are marketed in a wide number of private brands (estimates credit them with 15-35% of the market. So far, private brands have made most headway with frozen juices, fruits, and vegetables; and now such items as meat pies and fish are building sizable volume.

Margarine and ketchup are two other categories, mentioned by Nielsen, in which private brands have made significant gains.

#### IV. Media strategy for national brands

Most agency media men contacted by SPONSOR say they follow a two-pronged strategy in advertising national-brand foods.

The first (and oldest) part of the media planning is to "do what the private brands can't do." This means building a strong product image in the "quality" media such as network tv (daytime tv is increasingly popular for this), plus color advertising in national and women's magazines and newspaper supplements. Spot tv is used as the "quality medium" for introducing new products with limited coverage.

On top of this, a sizable proportion of the budget usually reserved is for specifically local or pinpoint operations in those marketing areas where private brand problems are toughest.

Agency men have two theories about this type of operation. One maintains that localized pressure, particularly when applied in cooperation with "friendly" chains, can strengthen national brand sales in any given area.

On the other hand, some more cynical timebuyers believe that "you have to take what the big chains deal out"—and that in the face of such limitations, local advertising for national brands (except for deals, offers, and prices) does very little good.

Of the two viewpoints, however, the first seems most popular, and there's no doubt that substantial amounts of radio and tv spot money are being spent by national food advertisers in selected "trouble spot" markets.

One fact of significant importance to radio/tv: Many smart agency media men doubt the effectiveness of "na-

tional copy" in local newspapers. They say more "retail" effect is needed, and that both radio and tv are ideally suited to conveying this feeling of urgency.

#### V. New product rush

As chain and jobber brands continue to nibble large hunks of business from established national brands, the pressure on big grocery manufacturers to create new products and find new uses for old ones has been growing steadily.

Most significant part of P&G's recent annual statement (which showed over \$1 billion annual sales for the third straight year) was the note that two-thirds of P&G's income from household products now is coming from items which weren't even in existence 12 years ago.

A comparable flood of new products is being generated by such grocery giants as General Foods, Standard Brands, American Home, Colgate, Lever, etc. And for testing as well as

market-by market introduction, both spot tv and spot radio are getting a growing play. (Study all the Nielsen recommendations on page 29 to see the relationships between private brands, new products, and local pressure).

#### VI. Local attention

Leading agencies tell SPONSOR that account executives and their advertiser counterparts—the product managers or brand men—are spending much more time in the field working with manufacturers' district offices.

Nor is this activity limited to the account level. A recent week saw almost all the top management of McCann-Erickson scouring the country on various national-local problems.

"You've got to remember that in the food business every problem becomes a local one," says the media group supervisor as one of the four biggest agencies. In the old days, when you could dazzle chain-store buying committees or chain district managers with boasts about zillions of impressions, are over. They're interested, of course. But sooner or later they want to know what you're doing at the local level—in the areas they're interested in."

"Fluidity is the thing," says a veteran media buyer whose specialty over many years has been the coffee business. "Conditions change so rapidly these days that you've got to be able to step into markets where the need and potential is greatest."

#### VII. Importance to station owners

One unusual sidelight uncovered by SPONSOR in talking to agency media men is the importance to radio and tv station owners of keeping abreast of private brand activities in their own markets.

Many stations, say media executives, by being alert to new private-brand developments and reporting these to their representatives, or to manufacturers' district offices, can put themselves in a favorable position for getting spot business.

Check the types of nationally-advertised products which face substantial private brand competition on opposite page. Then try to figure out what you have to offer these and similar advertisers in the light of your own local conditions.

### VITAL FACTS ABOUT FOOD

The average American family spends 25% of its income each year on food.

In 20 years the food industry has grown from 16 to 81 billion dollars.

60-65% of all food sold in grocery stores, is sold by supermarkets.

One dollar out of every five spent in air media comes from food products.

Food tops all air media classes—biggest difference is in spot radio/tv.

Spot radio has three times as many food customers as any other kind.

Both radio and tv spot get 300% more income from food than from any other field.



# Spot tv spending: a soap story

➤ The soap giants—P&G, Colgate and Lever—have become the top tv spot spenders. A new contender: Lestoil

➤ A comparison of these leaders with biggest spenders in other media reflects differences in advertisers' thinking

If you compare the list of leading spot tv spenders just released by TvB with the leaders of network tv and spot radio, you'll note this:

1. The soap giants, excepting P&G, spend in all three areas.

2. General Foods runs with the leaders of the pack in both branches

of tv, but ranks as an also-ran in spot radio.

3. The cigarettes, e.g., the big three, are to be found near the top of the roost in all branches of air media.

4. Adell Chemical (Lestoil) continues to nudge closer and closer to the three soap monarchs in spot tv.

The reasons for spot tv's new record

expenditures this quarter (to \$130,353,000) lie with four specific product groups whose spending is up substantially. The four:

- *Ale, beer and wine* spending is up 15%, to \$11,603,000.

- The dentifrice fight has pushed *dental product* expenditures up 173%, to a \$4,923,000 total.

- *Household cleanser products* are up 50%, to \$4,566,000.

- *Household laundry products*, up 78%, to a new high of \$10,009,000.

A significant note: car manufacturers are off in their spending, but automotive suppliers are expanding their budgets.

## The top twenty advertisers in spot tv, network tv, radio spot

### SPOT TV\*

1. Procter & Gamble
2. Lever Brothers
3. Colgate-Palmolive
4. Brown & Williamson
5. General Foods
6. Adell Chemical (Lestoil)
7. Continental Baking
8. Miles Laboratories
9. American Home Products
10. P. Lorillard
11. Philip Morris
12. National Biscuit Co.
13. Carter Products
14. International Latex
15. Coca-Cola Bottlers
16. Sterling Drug
17. Charles Antell
18. Warner-Lambert
19. Standard Brands
20. Pepsi-Cola Bottlers

### NETWORK TV\*

1. Procter & Gamble
2. General Motors
3. General Foods
4. Colgate-Palmolive
5. Lever Brothers
6. Chrysler Corp.
7. R. J. Reynolds
8. American Home Products
9. Gillette Co.
10. Bristol-Myers
11. Kellogg Co.
12. American Tobacco
13. Ford
14. Liggett & Myers
15. Pharmaceuticals Inc.
16. General Mills
17. Sterling Drug
18. Brown & Williamson
19. P. Lorillard
20. Eastman Kodak

### SPOT RADIO\*\*

1. R. J. Reynolds
2. Ford
3. American Tobacco
4. Lever Brothers
5. Best Foods
6. General Motors
7. Sterling Drug
8. Colgate-Palmolive
9. Texas Co.
10. Liggett & Myers
11. Sinclair Refining
12. Anheuser-Busch
13. Penick & Ford
14. American Home Products
15. Foster-Milburn
16. Bristol-Myers
17. Shell Oil
18. Continental Baking
19. General Foods
20. Beech-Nut Life Savers



## Top 100 spot tv spenders second quarter of 1958

1. P&G	\$8,454,700
2. Lever	4,636,800
3. Colgate	4,180,400
4. B&W	3,237,700
5. General Foods	3,110,300
6. Adell Chemical	2,961,800
7. Continental Baking	2,390,500
8. Miles Labs.	1,917,200
9. American Home Prods.	1,880,500
10. Lorillard	1,653,200
11. Philip Morris	1,339,400
12. National Biscuit	1,286,300
13. Carter Products	1,253,600
14. International Latex	1,188,400
15. Coca-Cola/Bottlers	1,118,500
16. Sterling Drug	1,109,200
17. Charles Antell	1,095,400
18. Warner-Lambert	1,073,600
19. Standard Brands	967,600
20. Pepsi-Cola/Bottlers	967,000
21. Andrew Jergens	965,200
22. Texize Chemical	900,500
23. Food Mfgs.	871,900
24. S. C. Johnson	871,000
25. Gillette	857,500
26. Robert Hall	843,000
27. Texas Co.	820,100
28. Esso Standard	817,900
29. Bulova	812,600
30. Shell Oil	807,700
31. Nehi/Bottlers	768,800
32. Bristol-Myers	732,500
33. Gulf Oil	727,000
34. Drug Research	717,200
35. General Mills	713,800
36. Anheuser-Busch	713,400
37. R. J. Reynolds	676,500
38. Pabst	649,200
39. Falstaff Brewing	640,500
40. Liggett & Myers	582,600
41. Marathon	555,500
42. Alberto-Culver	519,500
43. Frenchette Co.	515,000
44. Piel Bros.	513,600
45. Dumas-Milner	506,700
46. Schlitz	506,700
47. William Wrigley Jr.	506,500
48. Salada-Shirriff-Horsey	495,000
49. Ward Baking	484,600
50. Swift	484,100
51. American Tobacco	483,800
52. Ballantine	480,800
53. J. A. Folger	461,300
54. Burgermeister	460,000
55. Harold F. Ritchie	456,900
56. Heinz	455,800
57. U. S. Borax	446,300
58. Theo. Hamm Brewing Co.	432,300
59. Standard Oil of Ind.	428,700
60. Norwich Pharmacal	416,200
61. Phillips Petroleum	406,600
62. General Cigar	405,600
63. Parker Pen	404,500
64. Block Drug	399,400
65. Kellogg	395,100
66. Canada Dry/Bottlers	383,500
67. Sun Oil	380,600
68. Dr. Pepper/Bottlers	377,900
69. Corn Products	374,700
70. Babbitt	374,600
71. Hills Bros. Coffee	371,300
72. AGP	368,200
73. M. J. B.	366,600
74. American Bakeries	365,100
75. Pacific Tel. & Tel.	359,800
76. Nestle	350,400
77. F. & M. Schaefer	349,800
78. Exquisite Form	348,100
79. American Sugar Refining	347,200
80. U. S. Rubber	345,900
81. Safeway Stores	336,000
82. Ruppert	331,300
83. Quaker Oats	323,200
84. Tidy House	321,000
85. Atlantic Refining	316,000
86. Hoffman Beverage/Bott.	315,300
87. Maybelline	314,900
88. Carling Brewing	309,500
89. Ford	301,800
90. Kroger	301,600
91. Max Factor	300,100
92. Interstate Bakeries	294,200
93. Rayco	292,700
94. Best Foods	292,600
95. Sardeau	290,100
96. George Weidemann Brew.	286,600
97. Blatz	280,700
98. Hunt Foods	278,800
99. American Health Studios	277,500
100. Gallo Wine	273,600



Bernard Rosenberg, left, president, Cameo Curtains, shows a retailer merchandising booklet to Jinx McCrary, one of the personalities the company used in the spot radio test

## Can spot radio "demonstrate" your product?

There is at least one advertiser today who's willing to swear, under oath, that radio is a great medium to sell a product which must be demonstrated.

Cameo Curtains, Inc., New York, knows radio works because it ran a test to find out. The results were so overwhelming that it is now lining up stations in 70-odd markets for a full-scale campaign this fall.

"We were both surprised and pleased with the results of our test shot last spring," says Cameo sales promotion manager James Stuart. "Our objectives were quite modest; we conceived the radio spots as a basis for building a merchandising campaign to stores in the metropolitan New York market. We expected a small bonus in an institutional way.

"What we got, instead, was a mighty movement on two fronts," he adds. "We created scores of customers; and when they were through expressing themselves at store counters, we began to get unprecedented favorable response from store buyers.

This test campaign ran from 5 April to 15 May this year, on two stations in New York—*The Tex Antoine Show* and the *Tex and Jinx Show* on WRCA and the *Ted Brown Show* on WMGM. During the six-week period about 100 spots were used. The cost, including merchandising, was about \$15,000.

It was decided to limit the campaign to one of Cameo's products—"Shir-Back" curtains. These have a built-in tie that draw the center part back to form a perfect framing when a cord is pulled. This feature is exclusive and ideal for demonstration.

Since the use of radio precluded any demonstration, Edward Ratner, v.p.

and radio/tv director at Friend-Reiss, Cameo's agency, spurned a regular product announcement, instead wrote and had recorded three 45-second spots which he describes as "off-beat." Fifteen seconds were left at the end to tie-in store names. The series has just won an award as the best radio commercials of the year in a competition among members of the Trans American Advertising Agency Network.

"One of the interesting things we learned in this test," Ratner says, "is that even though a product is visual, it can be sold on radio by painting a word picture. More than that, it has tremendous impact on buying and an ability to get retailers excited."

The idea of using a spot radio test came about this way. "As an over-all strategy we decided earlier this year that we wanted to build our brand name," explains Stuart. "We have national distribution, and are well known on the east and west coasts and in larger cities in between. We wanted to plug the gaps.

"We have used about every medium, including an electric sign on Times Square. In recent years we've used, besides print, network tv, spot tv, and network radio. Tv spots would have been obvious this year except that our distribution is wide, our budget comparatively narrow. The test campaign proves to us that radio has filled that vacuum," he continues.

"We were attracted initially to radio because its flexibility allows us to adjust our distribution, hit harder where we think it's necessary," Stuart explains. "What we proved is that radio today gives us the best reach of the housewives we want to reach."



# A day in the life of a station rep

➤ The station rep today does more than sell time. He is a key link in the chain of air media buying and selling

➤ In the course of his day, a rep serves his station, the ad agencies and the advertiser. Here's how he does it

**I**n the complicated business of buying and selling time, the station rep has become much more than a mere purveyor of availabilities. He serves as a good-will ambassador for his stations, and often advises them on such matters as station policy, programing, promotion, and merchandising.

But the rep has another vital job: that of advising agency media people on rating data, audience patterns, and similar information which helps the agency make buying decisions best suited to clients' needs.

To show the wide scope of all these activities, SPONSOR followed a typical

rep account executive—Richard B. Colburn of Blair-TV—for one complete day. (Colburn, who started his career at station WTMA, Charleston, S. C., worked for three rep firms before joining Blair-TV.)

Colburn begins his day by driving in his new MG sports car from his suburban Evanston home to his office at 520 North Michigan Avenue. Then he goes through a series of meetings, both in and out of his office, which dramatize the important role that a rep plays today in the buying and selling of air media.



**1** While Murphy talks to other Blair men, Colburn reviews morning mail, dictates correspondence on his out-of-town accounts to his Girl Friday, Marlene Margolis



**2** First stop is visit with Shaun to Tatham-Laird agency where KTVI ratings and future clearances are discussed with media supervisor Jack Ragel, timebuyer Mary Rodger



**3** By now it's 10:15 a.m., and Colburn has arrived at North Advertising for meeting with media planning group on P.O.C. beer account. Receptionist Gini Lynn greets him



**7** Time for lunch, and Colburn talks 52-week rate protection with Ed Benedict of Triangle Stations (l), Andy Anderson (r), Geoffrey Ware timebuyer on three accounts



**8** Back in his office by 1:30 p.m., Colburn returns morning phone calls, prepares requested availabilities. Fast communications, says Colburn, is vital part of a rep's job



**9** By 2:30, Colburn is at the Clinton E. Frank agency talking to a.e. Perry Brand and asst. media dir. Helen Davis about southern markets—and upcoming Florida vacation





8:30 a.m.—Colburn (r) arrives in his office, discusses rate and package changes with Shaun Murphy, head of national sales for KTVI, St. Louis



4 Discussing the economies of a tv program in Cleveland market are North v.p. Les Delano, media supervisor John Harper, media director Tom Garrabrant and Colburn



5 While at North, Colburn visits some timebuyers to update them in stations in their markets. Here he chats with Al Ostrin, timebuyer primarily on Adorn account



6 Talking to Elaine Pappas, Colburn discusses some of the more involved aspects of timebuying, takes time out to explain a Blair service, a cumulative cost calculator



10 At 4:30, Colburn and four Blair men view film with station men (4th from l) Jim Nidigh of KING-TV, Seattle, and (5th from l) John Pindell of KGW-TV, Portland



11 Fast communications again, this time a 5:30 message via TWX machine. Colburn gets availability confirmation from New Orleans with help of Blair-TV's Carol Sinise



12 6 p.m.: Blair men (l to r) Colburn, Harry Smart, Tom Malone, Jack Davis, Skip Hinman review plans for newest Blair station, WTEN, Albany, before heading home





Visiting new Oklahoma Oil station in Indiana are (l to r) Walter Kadi, company ad manager, Herb Shriner and Paul Belknap, NL&B v.p.

## Oklahoma Oil builds an air network

- To launch its entry into the Indiana market, Oklahoma Oil Co. needed a dramatic state-wide promotion vehicle
- The solution came in an hour-long spectacular via an all-Indiana network of 11 tv and 18 radio stations

**1** July 1958 was a day that brought mixed blessings to Needham, Louis and Brorby, Chicago agency.

The day began auspiciously when agency staffers learned they had been awarded the Oklahoma Oil Co. account, with a relatively high-octane billing approaching \$2 million annually.

A few minutes later, like a caboose following an engine, came the problems. The first one was a dandy.

The company informed its new agency that it had, a short time before,

bought a chain of 81 gas stations in Indiana, called the Gaseteria Chain. The stations were located in major marketing areas throughout the state.

The acquisition of the stations represented a major step forward in Oklahoma Oil's drive to bolster its regional business (including besides the Chicago marketing area, the states of Illinois and Iowa), Edwin R. Smith, Oklahoma Oil executive vice president, explained to the new agency.

And then he dropped the bomb. The company's take-over date for the new

stations would be, he said, on 1 August, just a month away. The agency's assignment: a full-scale promotion and advertising campaign, to make the Hoosiers aware of the expansion.

A tough undertaking, certainly, but not impossible. The high point came on 1 August with a special hour-long *Herb Shriner Open House*, simulcast over a specially-arranged network of 11 tv and 18 radio stations within the Indiana boundaries.\*

Creation of the "network" is a spectacular example of the flexibility of air media, notes Paul Belknap, NL&B vice

\*Stations used:

Tv: WFBM-TV, WISH-TV, and WLW-I, Indianapolis; WNDU-TV and WSBT-TV, South Bend; WKJG-TV and WPTA, Fort Wayne; WSJV-TV, Elkhart; WTHI-TV, Terre Haute; WTTV, Bloomington and WDAN-TV, Danville, Ill.

Radio: WFBM, WIBC and WIRE, Indianapolis; WANE and WOWO, Fort Wayne; WBOW and WTHI, Terre Haute; WSBT, South Bend; WTRC, Elkhart; WBAT, Marion; WIOU, Kokomo; WSAL, Logansport; WHBU, Anderson; WAOV, Vincennes; WASK, Lafayette; WKBY, Richmond, and WDAN and WITY, Danville, Ill.



president. "These stations had never been used, collectively, as a network before, and perhaps never will be again, but when it suited our purpose to arrange them that way, we were able to do it," he adds.

Despite the speed with which it was conceived and implemented, the campaign "represents one of the major accomplishments in our company's history," reports Oklahoma's ad manager Walter Kadi. Its success, he believes, represents fast coordination between agency people, Indiana broadcasters, talent, and the 81 new Oklahoma service stations in the state.

The agency's first meeting to map out plans set the strategy for the campaign. Noting that the market was extremely competitive (there are some 800 service stations in the Indianapolis area alone), both the agency and the company decided that the best way to capture the Indiana audience (and thereby gain immediate recognition and exposure for the company name) was extensive use of radio and tv in some spectacular way.

Furthermore, they believed that air media offered two extras: a better "reach" of the marketing area and a nominal cost. Accordingly, NL&B's media department went ahead with plans for a solid eight-week air promotion, broken down this way: a two-day saturation spot campaign preceding the main event; the one-hour simulcast "spectacular," and an eight-week follow-up spot campaign.

During the two days prior to the 1 August "opening," a saturation campaign of 1,200 radio announcements and about 40 tv spots were used on the "network" stations. All of these announced the gala two-day celebration to be held in Indianapolis, and promoted the Shriner show that was coming.

The Shriner special was the high point of the state-wide promotion. The razzle-dazzle began at noon on 1 August when the star arrived by plane in Indianapolis, and continued through midnight of the next day. The show, presented from an auditorium in Indianapolis before a live audience, starred Shriner, but included other home-state acts, including the 16-voice male glee club of Purdue University.

Proving the original belief that air media could provide a large audience at low cost, the cost for the entire Shriner special, covering 90% of the 3.5 million tv homes in the state, plus the pre-promotion spots, came to an

estimated \$9,000. This figure represents about 65% of the total budget expended by the company for the campaign.

An intensive follow-up on the promotion is being continued, to get maximum effect from the special. It began on 3 August, the day after the main promotion ended. During August the company ran 288 radio spots per week in the state for four weeks on 12 radio stations.

In September the number of radio spots will be reduced to 138 a week on six stations. But tv has been added: 10 spots a week for four weeks. This eight-week follow-up campaign on air media represents 100% of the company's expenditure in the state.

"We knew from the very beginning that to introduce a gasoline in a major marketing area would require advertising of tremendous impact and momentum-gathering power," reflects Kadi. "For this reason we selected radio and tv as the backbone of the campaign. Of course we didn't overlook any medium, but the whole promotion revolved around the focal point of the Indiana radio and tv 'network'."

Was it difficult to arrange the promotion around air media in such a short time? "We encountered no special difficulty in getting the 29 stations to cooperate in the giant production," says Jim Charlesworth, account executive for Oklahoma Oil at NL&B. "All the stations were willing to pre-empt time for the special.

"Perhaps the biggest problem we faced," he continues, "was selecting the right talent. We think we hit a winner with native Hoosier son Herb Shriner. He also cooperated beautifully on the merchandising end of the event by touring the new gas stations

and even visiting the governor."

Selection of Shriner was a wise move, too, from a dealer-relation standpoint. Service station operators, who represent the retail face of major oil companies, are generally mechanics at heart, and are traditionally unresponsive to company promotion and merchandising help. Shriner represents an almost ideal choice among well-known talent, since the station operators can understand and identify with him. As a rough guess, it's probably safe to say that a visit to a station and its operator by Shriner is worth 10,000 pieces of direct mail.

The four-week job was monumental: it included selecting and clearing time slots on 29 stations for pre-promotion announcements plus an eight week follow-up series: producing a one-hour spectacular; painting 81 service stations in Oklahoma's red-white-blue and constructing new signs; and choosing items for in-station prizes and giveaways.

Was it effective? "Business is very good," Kadi tells SPONSOR. Gallonage in all of the 81 new Indiana stations is up substantially over the previous Gaseteria pumpings.

Oklahoma is currently devoting 100% of its regional ad budget to air media, by co-sponsoring daily telecasts and radio broadcasts of Chicago's two major league baseball teams. Newscasts and all-night shows are also used. Outside baseball season, the company sponsors first-run late night movies.

"Our basic philosophy is to give complete coverage in our marketing areas," says Kadi. "Radio and tv give us the kind of complete coverage we need, and we feel that by using it, we have no waste circulation."

Heading the production team from Needham, Louis & Brorby that produced the hour-long *Herb Shriner Show*, was James G. Cominos, left, the agency's radio/tv director. Shriner (r) provided merchandising assistance by visiting new stations and talking with operators





# How six industries will use spot radio



## Food

Foods and groceries use one out of four of all radio spots—more than the next two leading industry categories.

Best Foods' Hellmann's Mayonnaise, American Home's Chef-Boy-Ar-Dee products, Quaker Oats' Flako and La Rosa's macaroni are now in daytime minute campaigns.

Mueller begins a 17-week move for its spaghetti and macaroni 9 September, using minutes in daytime slots. Campbell Soup, with an increased schedule over last year, will utilize minutes, chainbreaks and I.D.'s during the day for 26 weeks starting 1 September. Tetley Tea dips into spot radio 22 September with daytime minutes from 6 a.m. to 6 p.m. in major markets.

Duffy-Mott starts a 10-week saturation for Clapp's Baby Food on 29 September with daytime minutes. Beech-Nut baby foods will also use 60-second announcements during the day for 26 weeks. Nabisco's eight-week push starts 29 September and United Fruit's banana promotion begins 15 September for nine weeks.

Other current radio spot schedules include Blue Bonnet, Bartell Pears, Instant Chase & Sanborn and Rival Dog Food.



## Drugs

A big upsurge in spot radio for drugs, probably the biggest of any major industry, is forecast for October and November. The tactical flexibility of spot radio will be called up by cough and cold remedy makers in cold weather-coordinated salvos.

Vick's schedule of prime weekday minutes starts 13 October in major markets to promote its cough drops.

4-Way Cold Tablets will go into most large cities in October and November with daytime minutes on Negro radio and Spanish-language stations.

B-C Powder's fall push kicks off 1 October for 13 weeks with 60 second announcements day and night.

Two Pharmaco brands, Feen-a-Mint and Chooz, will resume spot radio schedules shortly, using daytime minute announcements.

Murine will go in for daytime minutes for six weeks in major markets, and Chattanooga Medicine will come in with a campaign scheduled for 32 weeks.

In addition to the usual increase of drug spot radio business in the fall and winter, this year unusually heavy business is expected in this industry, reaching around \$5 million in the fourth quarter.



## Toiletries

The new marketing gambit of toiletries for teen-agers poses some special problems being solved by spot radio. The high school audience listens only at certain hours, and new products need testing.

Pharma-Craft's Ting products are entering markets with radio spot schedules for eight weeks starting 15 September. The teen age toiletries will be pushed weekdays after 3 p.m. and on weekends.

PM Laboratories, with tests for Teen Clear in progress in Minnesota and Iowa, will expand on a market-by-market basis in coming weeks.

Helene Curtis is going into spot radio and other media for Tempo, a new hair spray, following the completion of testing in several cities.

Q-Tips cotton swabs kick off its 13 week campaign of daytime minutes on 15 September in major markets.

Coppertone will go after late summer weekend radio audiences, and Shulton is planning a fall promotion using daytime minutes.

Dr. Lyon's, a large factor in Sterling drug's place among the top 10 spot radio users, continues its current schedule into the fall.

Block Drug's Minapoo Shampoo gets into 30 markets with spots for 13 weeks.



## this fall

**S**ix important advertiser classifications, which account for two-thirds of all spot radio business, are readying significant campaigns for fall. Here SPONSOR surveys spot radio buys by leading advertisers in the food, drug, toiletries, gasoline, tobacco, and automotive fields, points out reasons why these accounts find spot radio a valuable advertising medium, and highlights various spot radio strategies they will be using in the coming fall and winter seasons.



### Gasoline

California Oil Co. is coming up with a spot radio campaign to establish its new trade name, Chevron. Its products were formerly sold under the Calso label.

Sinclair, going into its third year with its "quickie" six second spots, is achieving tremendous year-round frequency at very low cost. This Sinclair spot invention puts the brand among the top spot radio advertisers in terms of quantity, although Sinclair is not even in the top 10 in spending.

Texaco is using another interesting spot radio technique—the all or nothing approach. The gimmick is to saturate 100 or so markets for four or five weeks on week nights and weekends, and then use no radio at all for several weeks. This "stop and go" method has several advantages: it has both concentration and economy. Furthermore, nighttime and weekend rates are lower, and are exactly those time periods in which most pleasure driving takes place.

Some summer promotions spilling over into September are Amoco's prime time schedule of minutes and Crown Central Petroleum's 10-second campaign during peak traffic hours. Esso Standard is also now pushing its Flit in early morning and late afternoon schedules.



### Tobacco

Spot radio figures to be important in this big three-way fight: the established brands are in a share-of-market scrap with both the new filters and brands just coming on the market.

R. J. Reynolds, which RAB recently named the most active company in spot radio in the second quarter of 1958, is continuing its year round saturation campaigns for Camel and Winston.

American Tobacco, in addition to its major market buys of prime minutes for Lucky Strike, is taking week-end schedules for its new Tareyton dual-filters.

Philip Morris is using spot radio and other media to test a new brand—Mayfield, a mint-menthol cigarette, now being tried out in Seattle and other northwest markets.

L&M and Chesterfield schedules are continuing heavily on a year-round basis in most markets.

P. Lorillard's upcoming push for Newport will be in major markets, and the summer promotion for Kent is expected to continue into fall.

General Cigar is also planning a schedule of minutes for White Owls in the heavy traffic hours in 60 markets.

Hit Parade is about to expand its markets substantially and also build up schedules.



### Automotive

Here are some of the signs of new firmness as Detroit gets ready to unveil its new models:

Plymouth will press the starter button with a four week campaign of daytime minute announcements on 14 October. The schedule covers most major markets and focuses in traffic hours.

Studebaker has in progress a campaign of daytime minutes in 50 top metropolitan areas. The 13 week push uses a leading radio personality in each market.

Ford is waiting for the announcement of its '59 models before resuming heavy spot radio campaigns. The appearance of the new cars in showrooms in early October is expected to be preceded by radio spots in late September.

Eveready Batteries and Prestone will use daytime minutes in many markets for six to eight weeks. The flexibility of spot will be utilized fully with starts varying from September to October in different parts of the country, depending on weather.

Chevrolet is expected back strong in spot radio prior to the introduction of new models. In fact, 1959 cars and trucks of most makes will provide a healthy contribution to ad spending with the introduction of new models in coming months.



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These outstanding stations offer  
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**A SPONSOR REPORT**

# CANADA

8TH ANNUAL TV AND RADIO REPORT



# '58

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Alfred J. Jaffe, Editor



# Canada's consumer dollar helps offset

- Despite dip, expenditures for goods and services are running at higher rate than during last months of boom
- On the other side of the economic picture, however, there is unemployment, big drop in durables production

**T**he faithful consumer—bless him—has turned into a strong bulwark of the Canadian economy while the Dominion undergoes its recession.

Like the U.S., Canada is suffering from the pains of unemployment and a decline in the hard goods segment of the economy. Despite this, personal expenditures have been rising.

For the first quarter of 1958, consumer spending amounted to a seasonally adjusted \$20.4 billion at the annual rate. During the first quarter of 1957, the figure was \$19.6 billion. True, price increases accounted for some of this rise but even in terms of constant dollars, Canadian shoppers spent more for goods and services.

There's no blinking at the fact, however, that the economy has been

hobbled somewhat. As of May, 6.6% of the labor force was looking for work, more than twice the 1956 average. The percentage of unemployed in May was smaller than during most previous months of 1958 but higher than any month during 1957 except December.

The latest complete information available showed some dark spots: deepening of inventory liquidation during the first quarter and a drop in capital investment by business. Both exports and imports moved downward, a continuation of a trend that began last year.

A glance backward shows that Canada's industrial production (including manufacturing, mining and electricity) was not as hard hit as in

the States. Between February 1957—the industrial production peak—and March 1958 the decline amounted to no more than 5.5%. The manufacturing component of this figure was 8% and breaking it down further shows that durables were off 13% while non-durables were off only 4%.

In the United States, the last height of industrial production was reached earlier—in December of 1956. The downward turn was not apparent until well into 1957, however, and by March of 1958 the decline in industrial production amounted to 13%. Manufacturing went down by the same amount and durables were off 19%. Like Canada, there was one upbeat note in this picture—gas and electricity production went up.

Retailing took it on the chin during the latter part of 1957 but by early 1958, most of the losses seemed to have been regained. During the first four months of 1958 grocery and combination stores were running well ahead of the same period a year before. Drug stores were also ahead of

*Here are some key economic indicators of what's been happening to Canadian economy*

	Gross Nat'l product (1) (millions)	Manufacturing production (2)		Food, beverage production (2)	Tobacco & products production (2)	Clothing, fur production (2)	Percent labor force seeking work (3)	Retail trade total (3) (millions)
		Durables	Non-durables					
1956	\$30,182	348.9	245.6	242.7	325.5	156.0	3.1	\$1,191.5
1957	31,443	332.9	247.0	250.4	359.1	152.7	4.3	1,221.2
1st qtr. '58	31,676			253.7	381.9			
Jan. '58		316.7	233.0			149.3	6.4	1,290.3
Feb.		314.8	236.1			146.4	6.6	1,290.4
Mar.		307.3	237.8			145.6	7.1	1,282.3
Apr.		314.3	242.0			150.2	6.9	1,235.5
May							6.6	

(1) Annual rate, seasonally adjusted, at market prices. (2) Index of production compared with 1935-39, which equals 100, seasonally adjusted. (3) Seasonal



# the recession

the sales level they hit in 1957.

Even retailers of hard goods did pretty well. The January-through-April sales of new cars compared favorably with last year. In April dealers took in \$87.5 million while 12 months before the total was \$89.3 million. Taking appliance, radio-tv and furniture dealers as a group, sales in 1958 topped 1957 during three out of the first four months.

One of the strongest props under the Canadian economy has been new home construction. After a dip that reached a low point during the second quarter of 1957, a sustained rise began. The first quarter of this year showed new housing starts at the annual seasonally adjusted rate of 171,300 units, an estimate that may turn out to be low. During 1957's first quarter the annual rate of new home starts was 86,000.

Also bolstering the economy is Canada's steadily rising population, now 17 million, a jump of 1 million in two years.

## Profile of Canadian household equipment shows varied new sales, replacement sales potential

Equipment	No. of households with equipment
Canadian households ..	4,055,000
Owned dwellings ..	2,719,000
Rented dwellings ..	1,336,000
Dwellings with electrification ..	3,867,000
Steam or hot water heat ..	707,000
Hot air heat ..	1,653,000
Hot and cold water piped inside ..	2,865,000
Private bath facilities ..	2,773,000
Private flush toilets ..	3,024,000
Electric stoves ..	1,958,000
Gas stoves ..	793,000
Electric refrigerators ..	3,308,000
Home freezers ..	295,000
Washing machines (electric) ..	3,354,000
Vacuum cleaners ..	2,339,000
Sewing machines (electric) ..	1,357,000
Sewing machines (foot treadle) ..	1,294,000
Telephones ..	3,084,000
Autos ..	2,435,000
Radios ..	3,894,000
Television ..	2,536,000

## during first few months of this year compared to previous years

Grocery store trade (3) (millions)	New car sales (3) (millions)	Drug store sales (3) (millions)	Housing starts (4) (000)	Personal disposable income (1) (millions)	Consumer price index (5)	Average hourly wages (manufacturing)
\$219.9	\$94.1	\$27.4	127.3	\$20,238	118.1	\$1.52
239.4	90.5	29.2	122.3	21,235	121.9	1.60
			171.3	22,032		
254.4	104.3	29.3			123.4	1.658
261.9	105.3	29.6			123.7	1.643
250.1	92.5	30.0			124.3	1.653
252.6	87.5	30.0			125.2	1.659

Adjusted, monthly averages or calendar months. (4) Annual rate, seasonally adjusted. (5) 1949 equals 100.

Survey of household equipment by Dominion Bureau of Statistics in May 1957 is source of figures above. While changes have taken place in the year since the survey was taken they are probably slight, except for television ownership, which has gone up to 3 million households, or 75% saturation

Taken from government sources, the figures at left show the strengths as well as weaknesses of Canadian economy during the first quarter of the year. Note that even with retail dip in April, sales are still above averages of 1956 and 1957. Manufacturing wages have been offset slightly by price index rise



# Radio buying's competitive but there's

- Business was up in 1957 over the preceding year and remains brisk. Network, however, continues its decline
- Grocery and drug products pace spot buying. The top buyers: Colgate, General Motors, Coca-Cola, Lever, GF

**P**eople never seem to get over being surprised that radio continues to attract business at a brisk pace. This is just as true in Canada as in the U.S. Yet, last year, despite the recession and continued tv growth, there was clear evidence that Canadian radio was doing more business than the year before. A government study by the Dominion Bureau of Statistics of commissionable radio billings for 1957 esti-

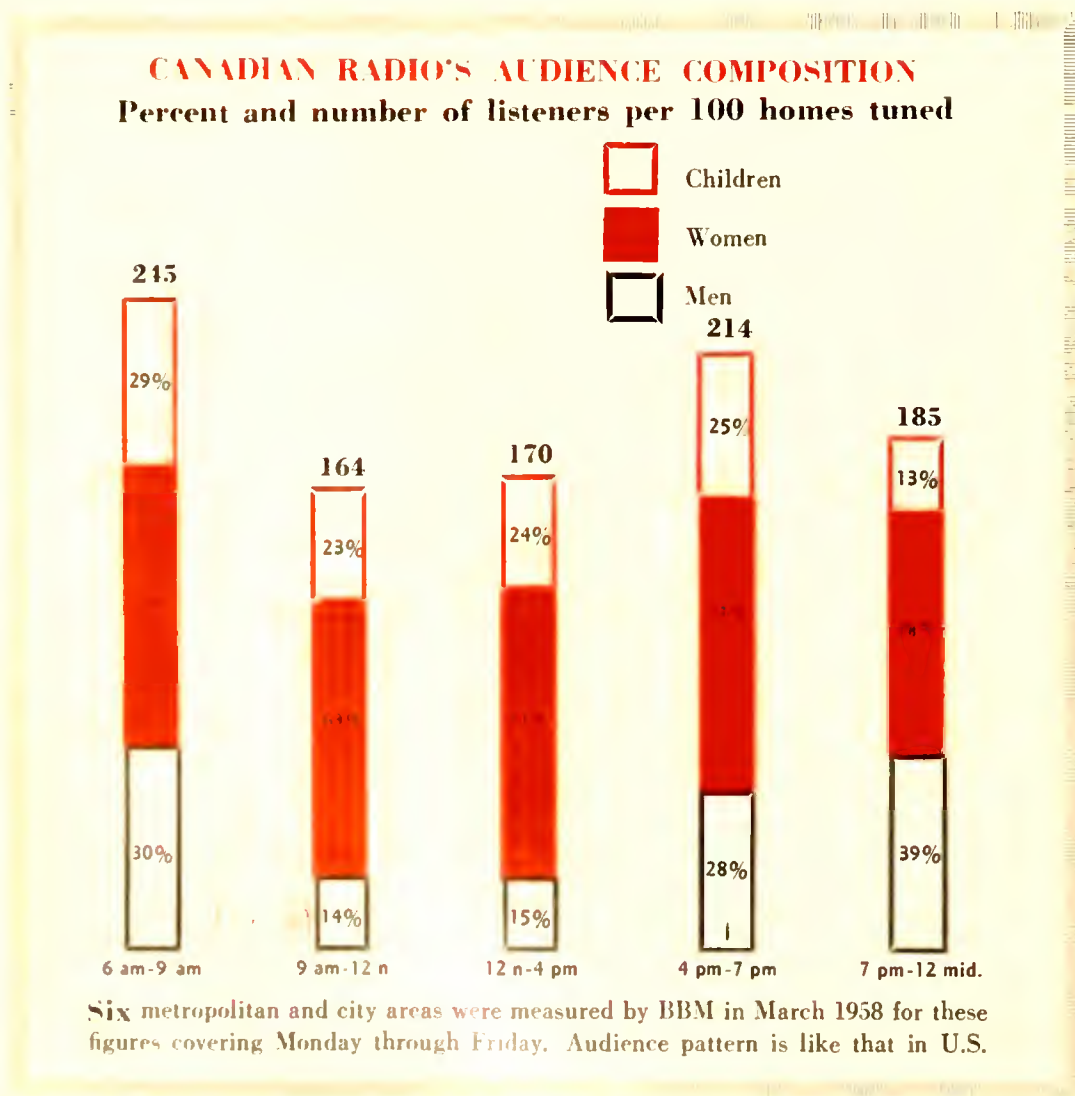
mated the total at \$22.2 million, compared with \$20.8 million the year before. Agency billings in previous years came to \$20.8 million in 1955 and \$23.8 million in 1954. The last mentioned billings figure was reached at a time when tv saturation averaged somewhere between 20 and 25% of Canadian homes. In 1957, tv ownership averaged somewhere between 65 and 70%. Because a considerable amount of

radio business is placed directly by retailers, the DBS figures are an understatement of the actual money spent by advertisers in the medium. A DBS study of broadcast income in 1956 (the first of its kind made by the bureau) showed that CBC and private stations took in \$40.7 million, more than half from local advertisers. Income from local radio advertisers came to \$21.3 million, selective (spot) advertisers turned over \$16.2 million to stations and network advertisers accounted for \$2.2 million.

The network figure is even lower now. CBC, which operates the two English networks and the French network, reported a drop of 17% in radio income during the fiscal year ending 31 March this year. During the past season only 4% of the Trans-Canada web schedule was sponsored, 7% of the Dominion network and 15% of the French network.

Since radio business in general has been healthy, the decline in network radio business is obviously no reflection on the advertising effectiveness of the medium. Being publicly-supported, Canadian network radio is under less pressure to show a profit. Being publicly-owned, its programming leans more to public service and, hence, has less mass audience appeal. To these reasons, broadcasters (though they welcome the lack of competition) would add that CBC authorities are permeated by bureaucratic eggheadism and an anti-commercial attitude. Whether this is true or not, the fact remains that a government body, by its very nature, cannot sell an advertising medium under competitive fire with the effectiveness of a privately-owned firm.

**Radio dimensions:** As in the U. S., radio saturation in Canada is to all intents and purposes complete. The actual figure is 96%, and the percentage has been keeping pace with the increasing population, which is now more than 4 million households and more than 17 million persons.





# plenty of it

There are now 178 privately-owned commercial radio stations in Canada plus 22 owned and operated by the CBC. About a dozen new stations came on the air during the past 12 months. A list supplied by CBC shows 11 new stations since last August. They include an fm outlet in Oshawa, Ont., a French station in Sudbury, Ont., and English am stations in Huntsville, Welland, Blind River, Port Hope, all Ontario; Schefferville; Que.; Amhurst, N. S.; Weyburn, Sask.; Quesnel and Cranbrook, B. C.

**Buying trends:** Advertisers seem to have settled down to a standard tv-era pattern of buying radio, that is, announcements rather than programs, with early morning and late afternoon preferred and short flights (a month to three months) rather than 26- or 52-week campaigns. In smaller markets, where rural influences push up lunchtime audiences, there is also a demand for noontime slots.

This buying pattern is standard only in the broadest sense. Actually, advertisers are now looking harder for varied merchandising approaches. For one thing, the recession has made them more competitive minded. For another, a growing consciousness of marketing problems has led to more emphasis on solving localized marketing situations.

Here's one agencyman's way of putting it. He is Don MacMillan, manager of the radio/tv department, McCann-Erickson (Canada), Ltd., Toronto, which handles Coca-Cola, Bulova, Chesebrough-Pond's and others. He says:

"Present economic conditions are having some effect on both tv and radio planning as far as our clients are concerned. We find that clients are unwilling to commit themselves on long-term network tv programs, for example. In addition, they are seeking advertising which will permit merchandising and promotion approaches as well as straight consumer adver-

tising. Although most advertisers are exercising caution in their expenditures, they are still willing to look at various approaches which might result in increased sales. It seems to be a matter of selecting the proper approach for the particular result desired.

"One example of the type of thinking which currently prevails is the case of Swift Canadian Co. Swift in Canada is relinquishing its long-term participation in *Disneyland* on the national tv network and concentrating its housewife approach in daytime radio, which is more flexible and allows much more merchandising effort within the company's own sales staff and in the retail trade."

Another broadcasting man, Henry Karpus, radio/tv vice president for E. W. Reynolds, Ltd., Toronto, said: "Canadian advertisers are consistently looking to tv and radio as the one-two punch in moving goods (particularly in the package goods field) with a maximum impact of television, a maximum flexibility with radio."

Karpus described package radio spot buys in the major metropolitan mar-

## Strong demand for ad slights among Canadian radio trends

*The key Canadian radio developments below are as seen by Charles W. Fenton, right, who has been, for four years, sales director of the Broadcast Advertising Bureau of the CARTB. He previously had experience in both sales and ad agency fields*



**Buying trends:** These are characterized by flights running from four weeks to three months. Spots (minutes) and flashes (15-second announcements) are running neck-and-neck for favor. In the metropolitan markets, morning and early evening are popular.

**Rate trends:** Daytime rates have gone up during the past year though not as much as the year before. Some reshuffling of time categories were tantamount to rate increases. A large number of power increases have resulted also in higher station rates.

**Programing trends:** Music-and-news format holding firm. Stations are improving news coverage by increasing remote broadcasts. Several stations have started live programing with teen-age dancing parties. CBC has deferred decision on standards for contests.

**Other trends:** There is a marked increase in the use of weekend radio. While there is no big demand for nighttime, there is evidence of more interest with a number of advertisers, such as Colgate, starting to run schedules past the 7:00 p.m. barrier.

kets as a trend. He also reported that stations are offering early evening radio spot packages combined with weekend exposure, "which makes a lot of sense to many clients—particularly oil companies and the like, during the summer months with the heavy out-of-home listening."

Nighttime is not particularly in demand but some broadcasters see an omen in the fact that some advertisers, among them Colgate-Palmolive, are starting to run their schedules past the 7:00 p.m. barrier. Most nighttime radio buyers are local firms.

Colgate is one of the top spot radio buyers in Canada. Other leaders are Lever, General Motors, Coca-Cola and General Foods. The grocery and drug categories are pacing the vigorous spot business now going on.

**Radio programing:** "Radio," says McCann's MacMillan, "is travelling a two-line highway, with the music-and-news format racing with the programmed-station type. Daytime radio is healthy and should look forward to another good year on both lanes."

(Please turn to page 56)



# Canadian tv: the spotlight's on daytime

- Daytime program schedules are inching toward noon as admen indicate increasing interest in before-dark tv
- CBC completes microwave web connecting Sydney and Vancouver, making it the longest network in the world
- An end to the single-station-per-market policy seems definite but first competitive outlets may be 18 months off

**T**hough three out of four Canadian homes have tv, the medium still has the blush of youth about it.

Item: A coast-to-coast interconnected network did not become a reality until this past 1 July.

Item: Daytime tv is still partly an unexplored frontier. The Canadian Broadcasting Corp. will start programming 11.4 hours earlier this fall but the schedule will still not begin until 2:45 in the afternoon.

Item: Every market but three has only one tv station. Exceptions to the monopoly rule exist because of the need to provide both English and French program service.

To advertisers the most immediately important of these three facets is the daytime picture. Daytime video programming is inching toward morning time and while advertisers still have mixed feelings about advertising before dark, there are clear indications from agencies that more money will be coming into daytime tv.

CBC TV is now interconnected by microwave from Sydney, Nova Scotia, to Victoria, B.C., on Vancouver Island, a distance of more than 3,000 miles. This makes it the longest tv network in the world. The only major link in the works is an eastward extension to St. John's, Newfoundland, which

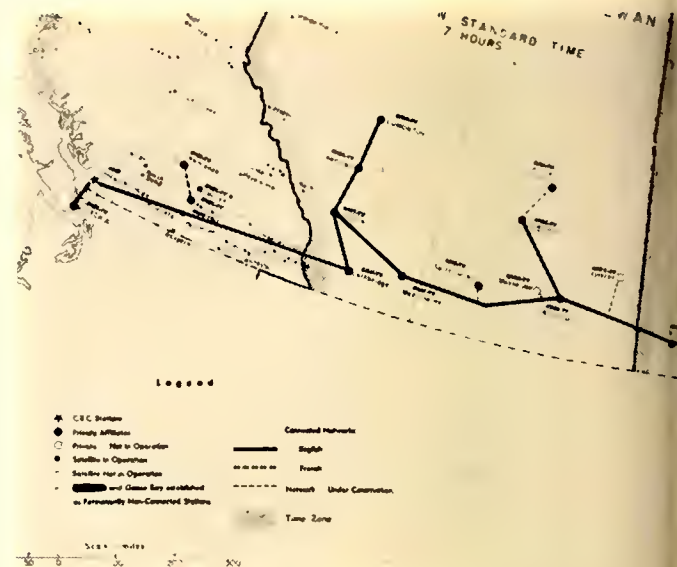
would add a sixth time zone, compared to four in the U. S.

While the new Canadian government has indicated it favors an early end to the one-station-per-market policy, nothing specific has been done at this writing to implement a policy of competitive tv. Those familiar with the situation feel it will take at least 18 months before the first competitive station is licensed.

Meanwhile, Canadian tv is growing at a handsome pace and advertisers are gaining the kind of familiarity with a medium necessary before it becomes adult. Here is a rundown on what's happening in Canadian tv, who's using it, how they're using it and where it's going:

**Tv dimensions:** As of March 1958, more than 3 million households had tv, a saturation figure of 75%. These are estimates of the Bureau of Broadcast Measurement, an advertiser-agency-broadcaster-supported group which is more or less the official organization for measuring station circulation.

With this 75% figure reached in a span of about six years, Canada is about the fastest growing tv area in the world. In many of the major metropolitan areas, tv saturation is



Final link in CBC's Sydney-to-Vancouver microwave

above 90%. The two biggest markets, Toronto and Montreal, have 92% and 94%, respectively.

At the beginning of August, there were 49 stations on the air, eight more than last August. One station—Matane, Que.—was scheduled at SPONSOR's presstime to begin broadcasting on 18 August. Another station, approved for New Carlisle, Que., has not yet set a target date.

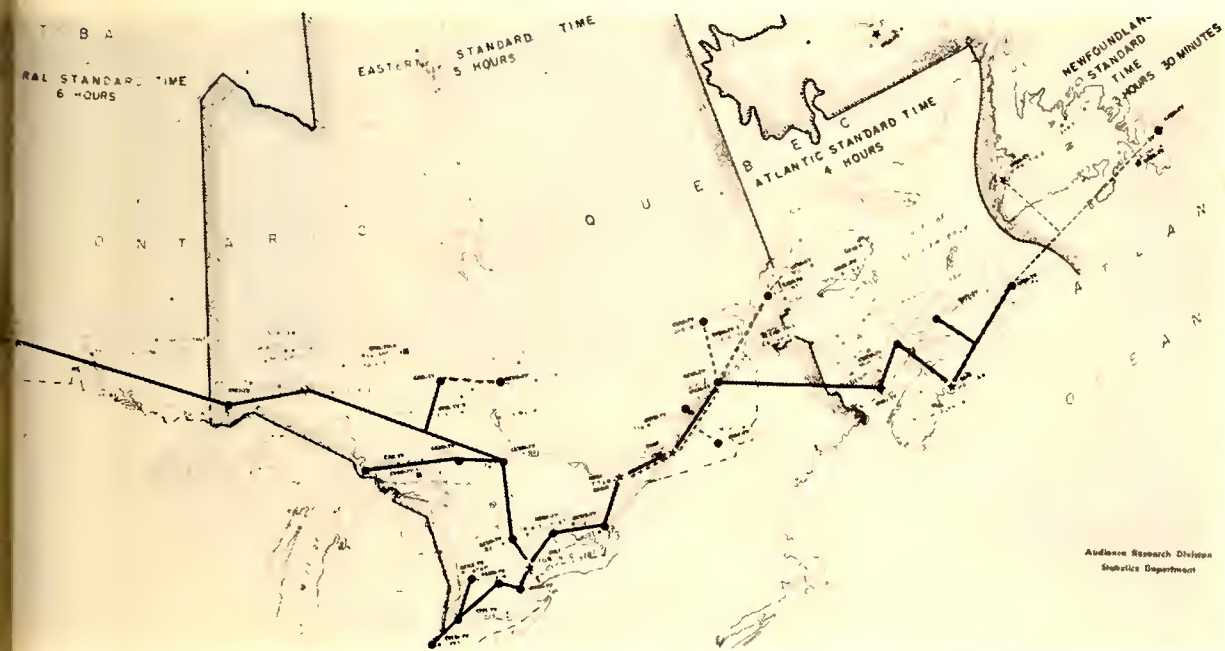
So far as is known, no other outlets are currently scheduled. The Canadian Department of Transport, which recommends license approval to the CBC (a department okay is tantamount to a tv license), regards applications for tv stations as confidential.

Including the Matane station, Canada has nine stations broadcasting in French (the French station in Rouyn, Que., also programs in English) and 41 in English. In all, 47 tv markets will be available to advertisers in the fall, with Montreal, Quebec and Ottawa offering one English and one French outlet each. The four stations in Montreal and Ottawa as well as stations in Halifax, Toronto, Winnipeg and Vancouver (the top markets in Canada with the exception of Halifax) are CBC-owned.

Canadian tv is pretty well interconnected by now, with 33 of the English



# and new coast-to-coast link



network opened 1 July. Extension eastward over water to St. John's, Nfd., may be opened by December

stations and 7 of the French stations linked by microwave. Another eight are scheduled for interconnection by spring. The overwater link to St. John's is due by December, though there is a possibility this may be delayed until June. Swift Current, Sask., and Matane, Que., will be tied to the English and French networks, respectively, by November. Prince Albert, Sask., is due for connection by January and Rouyn will be linked to both networks by March.

Since the latter will be connected to the French lines eastward and the English lines westward, a loop will be formed in central Ontario and Quebec, offering certain flexibility to network operation.

**Tv spending:** With no central source gathering air spending figures, such as TvB and RAB in the U. S., detailed data on client spending in tv is hard to come by.

However, last year the Dominion Bureau of Statistics undertook a special pilot study of broadcasting revenue in 1956. It was the first attempt by the Bureau to present industry-wide figures of this kind. Because the CBC is publicly-owned, data on the network and CBC-owned stations have been published all along but figures

on private stations have been sparse.

The study showed that during 1956, tv broadcasters, including the CBC, took in \$31.2 million. This compared with \$40.7 million for radio. The tv figures broke down as follows: About half, \$16.6 million, went for network advertising; \$9.7 million went for selective (spot) advertising; \$4.5 million went for local; \$374,000 went for "other" broadcast revenue.

The share for network spending is similar to that in the U.S. However, spot gets a bigger share (and local a proportionately smaller share) than in the States because of the one-station-per-market situation. That is, with limited time for sale, spot clients are more likely candidates for availabilities since they are more willing than retail clients to pay for the broad coverage provided by tv.

The above figures do not include agency commissions or some programming costs the client must pay for. Using the DBS figures and other sources, the Broadcast Advertising Bureau of the Canadian Association of Radio and Television Broadcasters has estimated total advertising spending in tv during 1956 at \$51.5 million, with national (network and spot) advertising accounting for \$33.5 million

(Please turn to page 62)

## NINE NEW TV STATIONS BRING TOTAL TO 50

Since last August, eight private tv stations have come on the air and a ninth (in Matane) was scheduled to be in operation by 18 August. The last six stations on the English list and the last three stations on the French list are the new ones. Another outlet, approved for New Carlisle, Quebec, has not yet set its target date

### English stations

Toronto, Ontario	CBLT
Ottawa, Ontario	CBOT
Sudbury, Ontario	CKSO-TV
London, Ontario	CFPL-TV
Vancouver, B. C.	CBUT
Montreal, Quebec	CBMT
Kitchener, Ontario	CKCO-TV
Saint John, N. B.	CHSJ-TV
Winnipeg, Manitoba	CBWT
Hamilton, Ontario	CHCH-TV
Regina, Saskatchewan	CKCK-TV
Windsor, Ontario	CKLW-TV
Port Arthur, Ontario	CFCJ-TV
Calgary, Alberta	CHCT-TV
Sydney, Nova Scotia	CJCB-TV
Edmonton, Alberta	CFRN-TV
Sault Ste. Marie, Ont.	CJIC-TV
Moncton, N. B.	CKCW-TV
Saskatoon, Sask.	CFQC-TV
Kingston, Ontario	CKWS-TV
Halifax, Nova Scotia	CBHT
Brandon, Manitoba	CKX-TV
Peterborough, Ontario	CHEX-TV
Barrie, Ontario	CKVR-TV
Wingham, Ontario	CKNX-TV
North Bay, Ontario	CKGN-TV
Lethbridge, Alberta	CJLH-TV
St. John's, Nfd.	CJON-TV
Charlottetown, P.E.I.	CFCY-TV
Timmins, Ontario	CFCL-TV
Goose Bay, Labrador	CFLA-TV
Victoria, B. C.	CHEK-TV
Harmon Field, Nfd.	CFSN-TV
Quebec City, Quebec	CKMI-TV
Kamloops, B. C.	CFCR-TV
Medicine Hat, Alta.	CHAT-TV
Kelowna, B. C.	CHBC-TV
Red Deer, Alberta	CHCA-TV
Swift Current, Sask.	CJFB-TV
Prince Albert, Sask.	CKBI-TV
Yorkton, Sask.	CKOS-TV

### French stations

Montreal, Quebec	CBFT
Quebec City, Quebec	CFCM-TV
Rimouski, Quebec	CJBR-TV
Ottawa, Ontario	CBOFT
Jonquiere, Quebec	CKRS-TV
Sherbrooke, Quebec	CHLT-TV
Rouyn, Quebec	CKRN-TV
Three Rivers, Quebec	CKTM-TV
Matane, Quebec	CKBL-TV



# Canadian radio basics

Total Canadian households (000)	Households with radios (000)	Number of households with				
		one radio (000)	two radios (000)	three radios (000)	over three radios (000)	auto radios (000)
1,055	3,894	2,894	739	188	73	1,138

## How many multi-set and auto radio homes are there in Canada?

Just about one million Canadian homes have more than one radio, according to Dominion Bureau of Statistics figures as of May 1957. In addition, more than a million homes have auto radios. Portable sales are up in 1958 but other types of radios are down

## How many homes are reached by radio in a week by day parts?

These Bureau of Broadcast Measurement figures cover listening during March 1958, apply to three metro areas—Halifax, Hamilton and Vancouver—as well as three city areas which are representative of various regions and language groups in the Dominion

## How many hours a day do Canadians spend with radio by day parts?

Non-metropolitan areas, having less tv saturation, spend more time with radio than metropolitan areas. Figures are from BBM's Spring 1958 survey. Radio listening in Canada is considerably higher than the U.S., despite almost equal percentage tv saturation

### Households reached by radio weekly

	% of total homes reached by radio during an average week	Average number of different days reached
In the morning	87%	6
In the afternoon	83%	5
In the evening	57%	4
In the entire day	92%	6

### Average daily time spent with radio

6 A.M. to Noon	
Metro areas	1 hour, 42 minutes
Non-Metro areas	2 hours
All Canada	1 hour, 53 minutes
12 to 6 P.M.	
Metro areas	1 hour, 19 minutes
Non-Metro areas	1 hour, 45 minutes
All Canada	1 hour, 34 minutes
6 P.M. to Midnight	
Metro areas	32 minutes
Non-Metro areas	1 hour, 45 minutes
All Canada	47 minutes
6 A.M. to 12 Midnight	
Metro areas	3 hours, 33 minutes
Non-Metro areas	4:45 hours
All Canada	4 hours, 14 minutes

(Radio basics cont'd on page 50)



# CKCO-TV KITCHENER-WATERLOO



## 9 Personalities to Sell for You

CKCO-TV gets viewing response  
**DAY TIME** and **NIGHT TIME** from  
all of mid-western Ontario.

# CKCO-TV KITCHENER-WATERLOO

## USE ONE MEDIUM INSTEAD OF 25

CKCO-TV completely covers mid-western Ontario—an area  
that has 9 daily newspapers and 16 radio stations in the  
A & B contours of Channel 13.

## THE BIG BUY IN ONTARIO

### 7 MAJOR CITIES IN THE "A" CONTOUR

POPULATION IN THE  
A & B CONTOURS . . **1,364,962**

Represented in the United States by Weed Television Corporation and in  
Canada by Joseph A. Hardy & Co. Ltd., and John N. Hunt & Associates.

*Population figures by Dominion Bureau of Statistics.*



# CKCO-TV KITCHENER-WATERLOO



## Canadian radio basics *continued . . .*

### *How many homes tune to radio by hours of the day?*

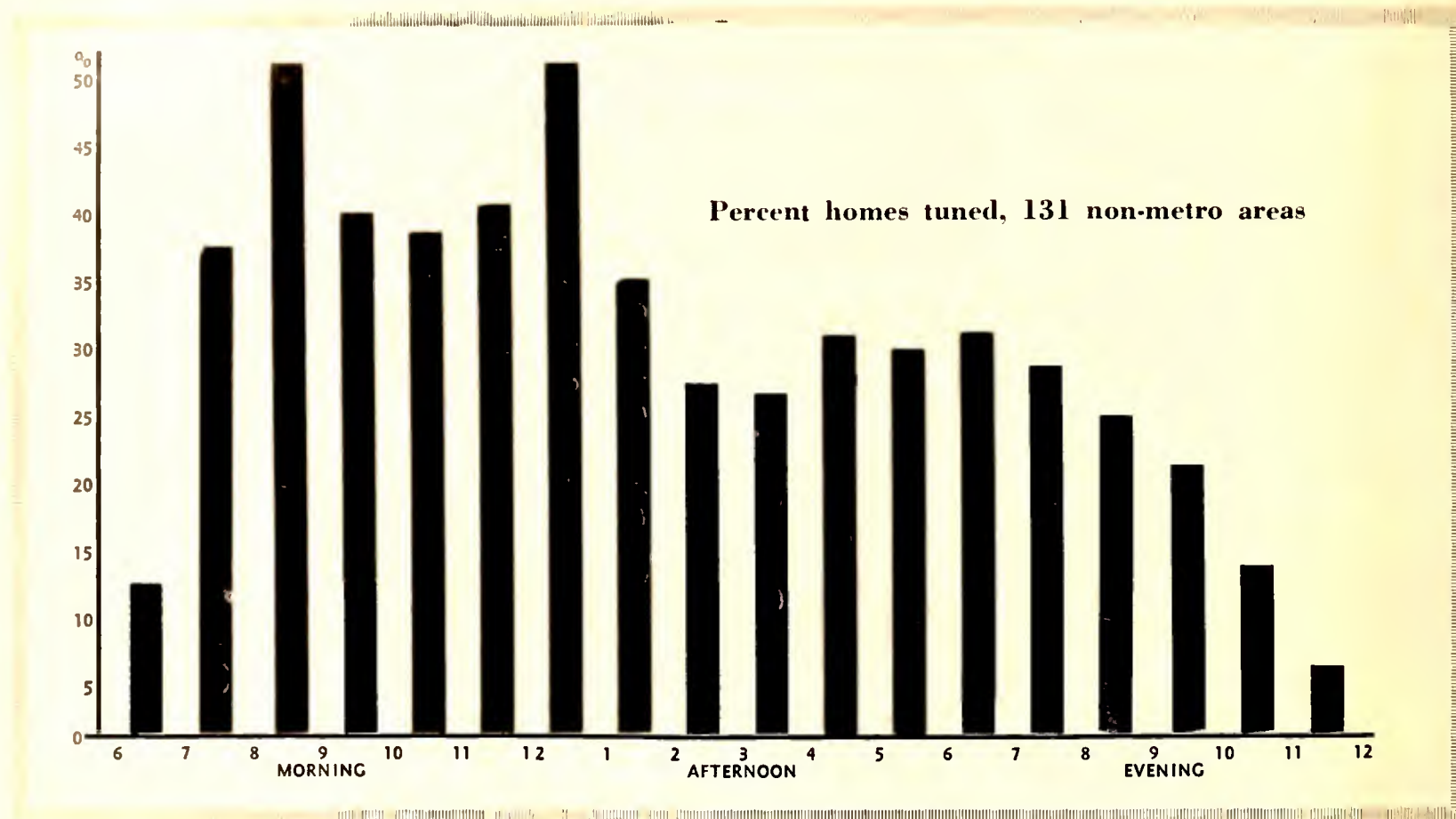
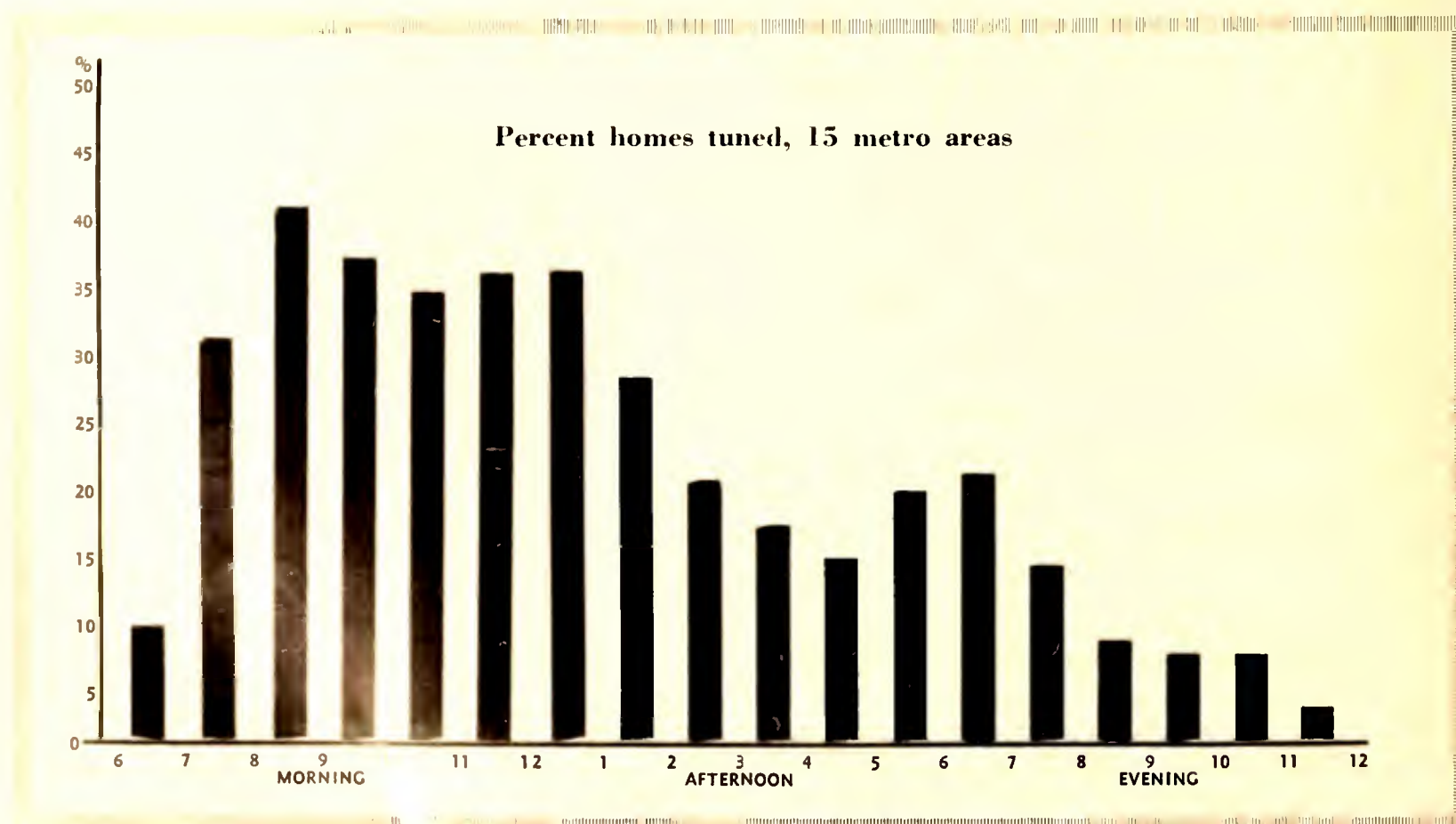


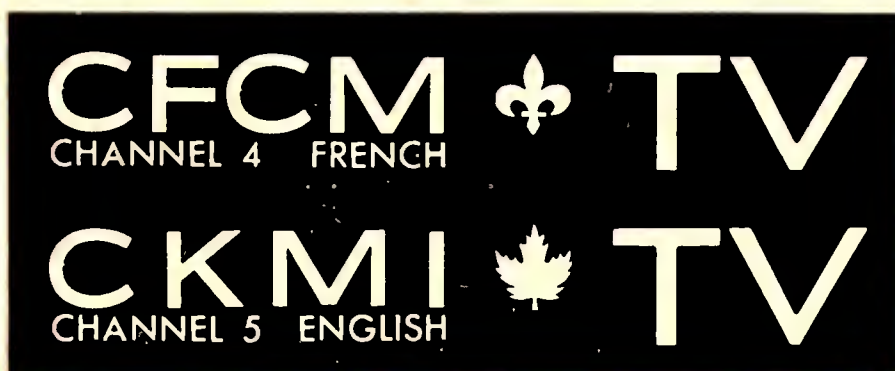
Chart above, from BBM Spring 1958 survey, covers listening Monday through Friday in 2,079,800 households. Height of bar denotes percent of homes tuned during each hour. Saturday listening follows similar pattern but Sunday figures are lower, particularly in morning

Listening in 1,691,700 metro area homes Monday through Friday is shown in chart below taken from BBM Spring 1958 survey. Saturday listening is low in the morning, but is close to weekday levels rest of day. Sunday level is lowest, except in late evening





IT TAKES TWO  
**LANGUAGES**  
TO COVER A  
**BILINGUAL**  
MARKET



OFFERING ADVERTISERS COMBINED SELLING  
POWER IN CANADA'S 5th LARGEST MARKET

**QUÉBEC CITY**

REACH ALL OF THE GREATER QUEBEC MARKET AT  
LOWER COST ON ONE COMBINED RATE CARD!

YOUR WEED TV MAN HAS ALL THE FACTS AND FIGURES!  
(In Canada: Jos. A. Hardy & Co. Ltd.)





... OFF THE TOP OF OUR HEAD



\* Check B.B.M. Time period leadership figures.

# CFCN

CALGARY, ALBERTA  
CANADA



# Canadian television basics

**Growth of television ownership**

Date	Tv households	% of total households
1/1/52	75,500	2
1/1/53	216,000	6
1/1/54	569,000	15
1/1/55	1,167,500	30
1/1/56	1,917,600	48
1/1/57	2,509,700	62
1/11/57	2,866,600	70
3/31/58	3,074,100	75

*How fast has Canadian tv ownership grown in the past six years?*

Growth of Canadian tv ownership to three out of four homes in six years represents faster rate of growth than U.S. and, probably, any other country. It took U.S. more than eight years to reach 75% level. Estimates at left come from BBM and BAB

*How does tv saturation break down in the 10 provinces of Canada?*

Television household figures at right are from the BBM Spring 1958 survey. Household figures are projection from 1956 census. Data does not include Yukon and Northwest Territories. Note that about two-thirds of the tv homes are in Ontario and Quebec

**Tv saturation by provinces**

Province	Total households	Percent television	Television households
Newfoundland	82,100	28	22,700
Prince Edward Island	23,000	49	11,300
Nova Scotia	167,000	72	119,900
New Brunswick	124,500	60	74,700
Quebec	1,044,600	84	874,400
Ontario	1,469,300	85	1,247,000
Manitoba	223,700	63	141,600
Saskatchewan	236,700	47	111,900
Alberta	308,000	60	185,300
British Columbia	423,200	67	285,300
Canada	4,102,100	75	3,074,100

**Tv saturation by metro areas**

	Percent tv	Tv households
St. John's	93	14,300
Halifax	91	34,700
Saint John	87	19,000
Quebec	94	63,500
Montreal	94	400,100
Ottawa-Hull	95	83,800
Toronto	92	331,100
Hamilton	92	84,500
London	89	39,800
Windsor	96	50,500
Winnipeg	90	99,600
Calgary	86	51,700
Edmonton	89	59,300
Vancouver	87	180,300
Victoria	85	35,200

*How does tv saturation compare in the 15 metropolitan areas?*

BBM Spring 1958 survey is the source of figures at left. Note that nine of the 15 areas shown have more than 90% saturation



*What percent of tv homes watch by hours of the day?*

Percent viewing in 15 metro areas

Time	Mon-Fri	Saturday	Sunday
12-1 P.M.	12	7	13
1-2	9	7	17
2-3	11	12	26
3-4	18	30	32
4-5	29	33	46
5-6	41	43	50
6-7	42	42	58
7-8	65	66	73
8-9	75	78	79
9-10	72	75	73
10-11	57	70	61
11-12	30	50	30

SOURCE: BBM, March 1958.

Percent viewing in 146 non-metro areas

Time	Mon-Fri	Saturday	Sunday
12-1 P.M.	10	9	12
1-2	10	13	19
2-3	17	21	32
3-4	22	30	44
4-5	33	37	52
5-6	43	50	53
6-7	57	57	57
7-8	76	77	73
8-9	82	84	81
9-10	79	82	79
10-11	59	71	67
11-12	29	49	43

SOURCE: BBM, March 1958.

*How does audience composition vary by hours of the day?*

Television audience composition

Hour	Monday-Friday				Saturday				Sunday			
	Viewers per set	% M.	% W.	% C.	Viewers per set	% M.	% W.	% C.	Viewers per set	% M.	% W.	% C.
2-3 P.M.	1.54	20	53	27	2.21	37	24	39	2.28	34	29	37
3-4	1.86	30	45	25	2.36	43	30	27	2.41	40	32	28
4-5	1.81	26	28	46	2.56	38	24	38	2.71	40	27	33
5-6	2.13	14	16	70	2.63	24	23	53	2.74	31	24	45
6-7	2.78	28	30	42	2.79	38	32	30	2.95	35	29	36
7-8	2.53	29	34	37	2.73	37	43	20	2.89	36	37	27
8-9	2.44	32	38	30	2.66	41	41	18	2.74	42	43	15
9-10	2.30	36	43	21	2.49	40	42	18	2.58	42	45	13
10-11	2.22	43	45	12	2.44	43	44	13	2.45	44	48	8
11-12	2.05	44	47	9	2.16	47	44	9	2.18	48	44	8

BBM October 1957 study in six markets—Saint John, N. B.; Montreal, Hamilton, Kitchener, Edmonton and Victoria—is the source of figures above. Data shows a breakdown among men, women and children (under 16) plus viewers per set by hours, weekdays and weekends

*How many hours daily do Canadian homes watch tv?*

Hours spent daily with tv

	Weekdays	Saturdays	Sundays	7-day average
Metro Areas	4:52	5:32	5:46	5:06
Non-Metro	5:28	6:09	6:22	5:42
All Areas	5:13	5:53	6:07	5:26

Non-metro viewers spend a little more time with tv than metro viewers do. Source of figures is BBM survey during March 1958

Hours spent daily with tv

Length of tv ownership	Weekdays	Saturdays	Sundays
Less than 1 year	4:18	5:00	5:48
1.0-2.9 years	4:54	5:54	6:18
3.0 years & over	5:24	6:18	6:12

The longer a Canadian home owns tv, the more it watches (except on Sunday) according to these BBM figures from 3 markets in 1957





*Made in Canada*

# THE FINEST OF TELEVISION AT REASONABLE COST

Produced by CBC-TV, using the finest of talent, writers and the most modern production techniques, Canadian television programs are now available to sponsors in the United States.

These prestige properties offer exciting sales possibilities for sponsors—in fact, a unique opportunity to obtain a very fine commercial vehicle—at surprisingly low cost.

Whether you're in the market for a special program or a series, sixty minutes or half-hour, live or recorded, contact the CBC.

## **CBC TELEVISION**

COMMERCIAL DIVISION

Halifax Montreal Ottawa Toronto Winnipeg Vancouver



## CANADIAN RADIO

(Cont'd from page 45)

There haven't been any significant programing changes during the past year according to most reports from Canada. As with buying trends, broad patterns seem have firmed.

Quiz and contest-type shows, for years a staple on Canadian radio and exceedingly popular with national advertisers, appear to be on a decline and only a few remain.

Last year, as it had done three years earlier, the CBC expressed concern

about a flurry of give-away shows, a form of programing it does not like on the grounds that it tends to attract listeners solely because of the chance of winning prizes.

After meeting with the CARTB on the matter, the CBC spoke out against contests and give-aways based on proof-of-purchase entries. The Board of Governors said that, "in its opinion broadcasters should refrain from broadcasting any program or message in the nature of, or incidental to, a contest or broadcast offering of prizes, gifts or bonuses unless the partici-

pants are present in the broadcasting studio and take part in the broadcast concerned, or entries are made in writing with arrangements for consideration on merit of all such entries, provided always that participants are not required to pay any sum or money or other valuable consideration, or to furnish any indication of the purchase or possession of any product, thing, service or information, sold, manufactured, distributed, broadcast or otherwise published by or on behalf of a sponsor or station."

Partly as a result of this "opinion," Heinz cancelled its *Heinz 57 Time* shows, to which listeners could write and send labels to qualify. Some big advertisers have rewritten the rules of their contests.

The CBC board said it hoped to avoid a formal regulation but representations by the CARTB and other interested parties led to a public CBC hearing early this year. After the hearing the board announced it would defer making a formal regulation in order to hear further comments on the matter. That was 14 February and that is where the matter now stands.

**Foreign language radio:** A substantial number of Canadians—about 30%—speak French. This group lives principally in Quebec province and is serviced by a number of stations and both a tv and radio network.

The French-speaking Canadian cannot be considered a foreign-language group. Canada is treated as a bilingual country by advertisers. There are, however, a large number of immigrants in Canada, and, in the wake of the post-war influx, an increase in the number of hours of foreign-language broadcasting and number of stations carrying foreign-language programing.

Since World War II, about 1,700,000 immigrants have come to Canada. About 30% were from the United Kingdom, but another 17% were German, 15% were Italian, and 10% Dutch. W. A. Hoellige, an authority in this field, estimates that more than 80% of the immigrants have settled in urban areas. While there are no exact statistics on the geographical distribution of these immigrants, Hoellige said that about half settled in Ontario with high concentrations in metropolitan Toronto and Hamilton.

The CARTB has made two surveys of foreign-language radio, one in 1955 (Please turn to page 58)



**1<sup>ST</sup>  
AND  
ONLY  
PRIVATE  
RADIO &  
TELEVISION  
STATIONS**

**COVERING QUEBEC'S  
ENTIRE  
NO.**

**3**

**MARKET**

CKRS covers them all in Quebec's 3rd market. And talk about fast on the draw! Try it and see which radio voice is boss-man in the rich Saguenay-Lake St. John area.

**CKRS RADIO & TELEVISION**

P.O. BOX 490 JONQUIERE QUE.

The only private radio & TV stations covering the entire Chicoutimi-Lake St. John market



# **NATIONAL ACCOUNTS**

**ARE TAKING A SECOND LOOK**

**AT**

**CHUB**

**AND**

**CKLG**

**NANAIMO**

**N. VANCOUVER**

**10,000 watts**

**10,000 watts**

**AND —**

**They are booking solid on the  
“TWIN PEAKS OF POWER” stations  
at the very attractive**

**COMBINATION RATE**

**To SELL and SAVE advertising dollars**

**in Canada's THIRD LARGEST MARKET**

**see . . .**

**STEPHENS & TOWNDROW LTD.—TORONTO & MONTREAL**

**JOHN N. HUNT & ASSOC.—VANCOUVER**

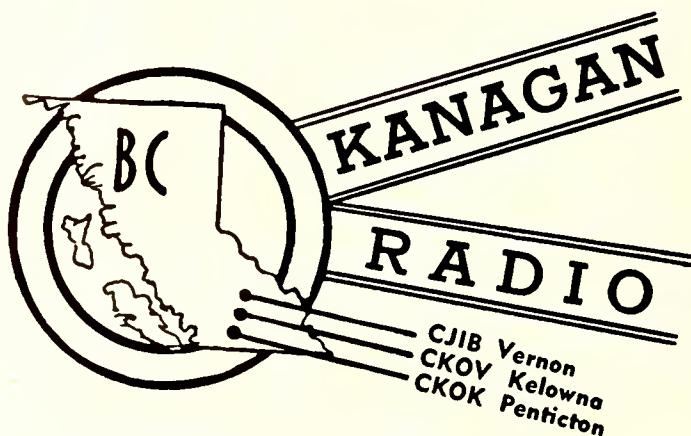
**DONALD COOKE INC.—UNITED STATES**



# B.C.'s 3RD MARKET BIG! BUSY! BOOMING!

Larger  
in retail sales  
than  
**ELEVEN**  
other  
Metropolitan  
areas  
in Canada  
—Sales Management

# 11



Larger in  
population  
than  
**EIGHT**  
other  
Metropolitan  
areas  
in Canada  
—Sales Management

# 8

**TRIPLE-ACTION RADIO ★ ★ ★**

**\$100,000,000.00 MARKET**

Reps. U.S.A.—WEED & CO.  
CANADA—ALL-CANADA

(Cont'd from page 56)

and one this year. The 1958 questionnaire was sent to 147 CARTB members, of whom 101 replied with 54 reporting they carried foreign-language programming. In the 1955 survey 27 stations so reported.

On the basis of this survey, the CARTB found a total of 44 hours weekly of Italian programming, almost double the amount in 1955; 36 hours of German programming, almost triple the amount in 1955; 15 hours of Ukrainian programming, compared to 11 in 1955; 10 hours of Polish programming, a slight increase over three years ago; eight hours of Hungarian shows, compared to only one hour in 1955; seven hours of Dutch shows, an increase of four hours over 1955.

Thus, in these six language groups, there is now a total of 120 hours of programming weekly, an increase of more than 61 hours in three years. The increase in all foreign-language programming came to 82 hours.

Most of the increase took place in central Canada (Ontario and Quebec), where stations now beam 57 hours more of foreign-language programming than in 1955. In the prairie provinces, the increase was 20 hours.

Besides English and French, there are at least 22 tongues broadcast in Canada. In the important languages 25 stations report they broadcast in German, 19 in Ukrainian, 17 in Dutch, 16 in Italian, 10 in Polish.

Buying time on these stations presents specific problems. In the first place, there are no accurate ratings. Secondly, most stations do not handle the sale of time, which is turned over to the individual program producers. Thirdly, these producers usually handle commercial translation, which could be a problem to national advertisers who seek uniform copy.

Until recently it had been the general practice to deliver commercials only in the foreign language but it is now customary to air them bilingually.

**Radio's reach:** Though the percentage of Canadian tv ownership is almost as high as in the U. S., the average Canadian does considerably more radio listening than his counterpart in the U. S. The Canadian's "consumption" of radio time averages more than three hours daily compared with less than two hours in the U. S. (This excludes out-of-home and portable lis-



tening.) The French-speaking Canadian, in particular, is an avid listener.

Between 8:00 a.m. and Noon, for example, between 40 and 50% of Canadians have their radios tuned during the average hour. This is radio's peak, naturally. After 1:00 p.m., the audience slides considerably, jumps up between 4:00 and 7:00 p.m. and then dips again. As might be expected, radio audience levels are higher in non-metro than metro areas.

Afternoon, nighttime and weekend audiences, however, can add up when radio's cumulative reach is considered. This is shown in BBM breakdowns taken from its March 1958 survey.

- In three markets, 10 afternoon announcements during the week will reach 35% of the total homes in these markets an average of 1.8 times.

- Twelve evening announcements can reach 26% of the homes an average of 1.8 times.

- Fifteen weekend announcements can reach 59% of the homes an average of 2.3 times.

**Rate trends:** As in the U. S., radio rates are exceedingly competitive.

While there is plenty of activity going on, buying and selling is sharp. As one rep pointed out, "You almost have to have a buying program to know what the rate is going to be."

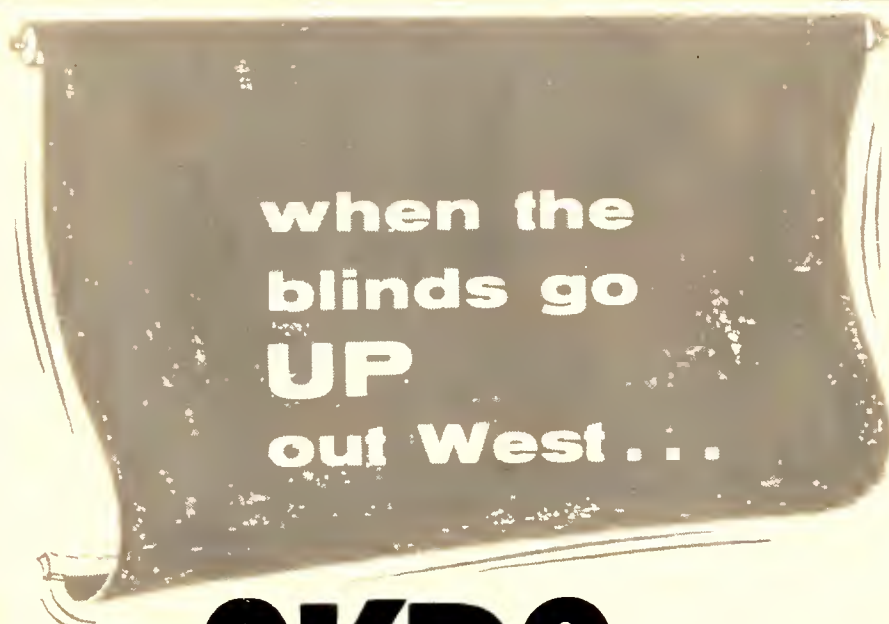
Cost, of course, depends heavily on volume. Stuart MacKay, general manager of All-Canada Radio Facilities, the Dominion's largest rep, describes the situation as follows: "The rate trend is for multi-discounts, weekend saturations.

BAB's sales director, Charles Fenton, reports that the general trend for daytime rates has been upward during

the past year. He added, however, that this move has slowed down.

"Along with the upward trend in rates," said Fenton, "there has been some reshuffling of time categories which is tantamount to rate increases in many cases. A number of the rate increases I have noticed are because of a power increase and, therefore, more coverage. I can definitely say there has been no softening in rates and with power increases that are being put through, I can see that rate trends will continue to be upward."

*(Article continues next page)*



## CKRC's CLIFF GARDNER

has more listeners than any other Manitoba station, just look at the figures

BBM Spring '58—total station coverage.  
In 12 half-hours 7 a.m. to 9 a.m., Wednesday, Thursday, Friday.

CKRC leads in 8                      Station B leads in 2  
Station C leads in 1                  Tied—1 (CKRC and Station C)

Average one-half hour audience per station  
7 to 9 a.m., Total Coverage Area, Wednesday, Thursday, Friday.

CKRC—an average of 29,150 radio homes per half-hour.

Station C—an average of 27,817 radio homes per half-hour.

Station B—an average of 25,350 radio homes per half-hour.

Cost per thousand households only 85c

for more information, give our reps. a call.

reps: All-Canada Radio and Television Ltd.

In U. S. Weed & Co.

radio 630 Winnipeg

# CKRC



**MORE POWER  
COVERAGE  
LISTENERS**

**NOW  
5000  
watts**

The station that means  
more business for you

Representatives  
IN U.S.A.  
WEED & CO.  
IN CANADA  
INTERPROVINCIAL  
BROADCAST SALES LTD.  
TORONTO - MONTREAL

**CKRC**  
QUEBEC CITY



**Set production:** Last year Canadian domestic radio set sales totaled 721,674, a slight increase over 1956. The increase was smaller than 1956's over 1955 but it represented the third straight year of rising set sales.

During the first five months of 1958 sales went down 10%. Most of the decrease was in auto radios. A heartening sign to broadcasters, however, was a 19% increase in sales of portables. The five-month 1958 figure was 25,424.

**Research:** The past year was marked

by an increasing amount of data and services flowing out of BBM, the station circulation organization supported by advertisers, agencies and stations. BBM differs from Nielsen Coverage Service in three important respects:

1. Reports come out twice annually. This compares to the four- and two-year hiatuses of NCS.

2. Data is based 100% upon the ballot method. The last NCS report (No. 3) used the ballot for areas covering half the U. S., conducted personal interviews for the other half.

3. BBM supplies data on station

audiences by time period, which makes it, in effect, a rating service in addition to a coverage study. NCS cannot supply audiences by time period.

Biggest research hassle now going on is over station promotion during rating weeks. One adman said these promotions go to the point of "making a mockery of the entire rating structure." In one western market the situation was so bad that a top executive of a soap company asked that the ratings of that particular market be excluded from his copy of the report.

Broadcasters tend to be more sanguine about rating week hoopla. All-Canada's MacKay concedes that promotion "can certainly upset the statistician's applecart." But if this is so, he adds, "the real danger lies in the research formula being employed. Good promotion by even a small station can change the picture and when this can happen, then it's high time another approach be made in the field of audience research."

**Program sponsors:** While spot announcements have become a way of life so far as Canadian radio is concerned, there was still a small group of sponsors who bought (or bought into) radio programming during the past season. This was particularly true among clients advertising to French-speaking audiences. A rating of between 15 and 20 on the French radio network, while not the rule, is not uncommon, either.

There were only two shows and three sponsors remaining in English network radio during the past season. *Happy Gang*, a long-running strip during the early afternoon was sponsored by Carnation and Robin Hood Flour Mills. The Metropolitan Opera, broadcast on Saturday afternoon, was bought by McColl-Frontenac Oil Co.

Four selectively placed shows were sponsored by half a dozen advertisers, including Swift, Colgate, Standard Brands, Kraft, Ogilvie Flour Mills and Boyle-Midway.

There were a dozen sponsored daytime shows on the French network, including the McColl-Frontenac sponsorship of the opera. Sponsors included Wrigley, Clark, Ltd., National Fruit, P&G, Lever, Success Wax, Colgate, Canada Packers, Kraft, Ogilvie, Standard Chemical, Robin Hood and S. C. Johnson. Lever and Campbell Soup were nighttime sponsors.

## ASK CHRC FIRST!

A sound knowledge of markets in the Quebec Region  
enables us to help increase your sales.

### RETAIL SALES OF ELECTRICAL APPARATUS

based on 1957 figures compiled by the Quebec Power Company

	Quebec city and suburbs	Levis, Montmorency, Montmagny	Kamouraska, Loretteville, la Malbaie, Baie St-Paul	Retail Value
Electric stoves	5,472	1,118	497	\$2,600,000.
Refrigerators	6,107	1,522	885	2,900,000.
Television sets	9,110	2,330	1,757	3,600,000
Washing machines (Automatic & Conventional)	6,329	1,571	794	1,957,000
Dryers	1,355	304	93	481,800.
Radio sets	7,581	1,499	1,100	356,300.
Freezers	286	95	91	212,400.
Dishwashers	303	29	8	112,200.

Total retail sales in CHRC coverage area were \$550,501,000. in 1957.

Next time you wish to know more about markets in the Quebec Region, ask CHRC first.



or ask our  
representatives:

JOS. A. HARDY & CO. LTD.  
YOUNG CANADIAN LTD.

Toronto, Montreal  
U.S.A.

RADIO - QUEBEC

31 years of sound broadcasting.



# ALL-CANADA RADIO and TELEVISION LIMITED

 representing Canada's leading Radio & Television Stations  
Distributors of the world's finest Radio and Television Programs

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER



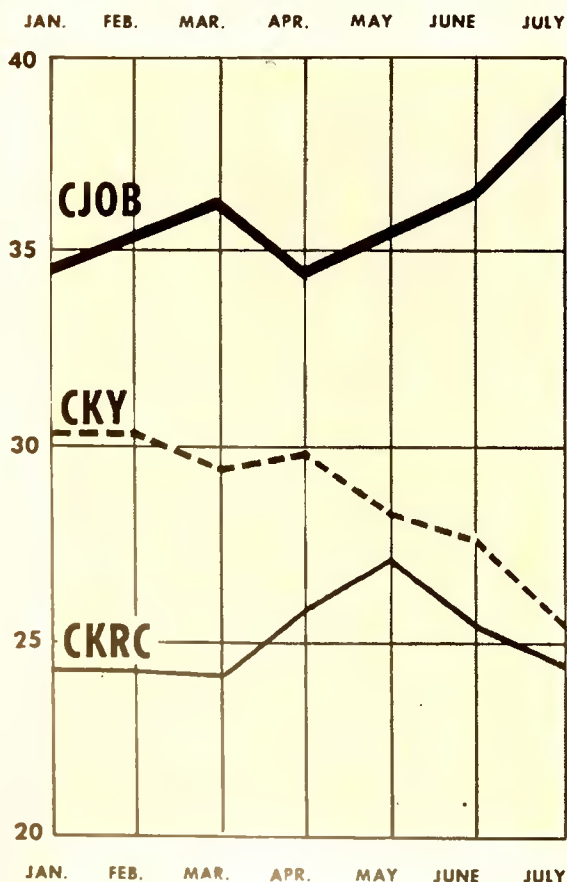
# CJOB

**Manitoba's  
most powerful  
independent  
radio station!**

## IN WINNIPEG . . .

Elliott-Haynes Surveys for the first seven months of 1958 show that CJOB consistently has more listeners in Greater Winnipeg—Manitoba's Basic Market—than any other station. 54% of all retail sales in Manitoba are made in Greater Winnipeg.

**PERCENT OF LISTENERS**  
Elliott-Haynes Daytime Jan. 58 - July 58



# CJOB

**RADIO WINNIPEG  
10,000 WATTS**

Representative

IN U.S. — ADAM YOUNG INC.  
IN CANADA — RADIO REPS.

## CANADIAN TV

(Cont'd from page 47)

of this. BAB also estimated total 1955 tv figures at \$31.5 million (with \$23.5 million being spent for national brands) and \$11.4 million in 1954 (\$8.5 for national tv advertising). Assuming growth continued at the same rate last year, the 1957 total would be over \$70 million. As for 1958, a noticeable slowdown in tv buying makes it unlikely that another \$20 million jump in ad spending will take place.

**Daytime tv:** There is clearly increasing interest by advertisers in daytime. One authoritative opinion on the subject comes from Henry E. Karpus, vice president for tv and radio, E. W. Reynolds, Ltd., Toronto. Karpus, whose clients include P&G, Nestle, General Mills, Best Foods, Cities Service and Mutual of Omaha reports:

"We feel that daytime tv is getting very close scrutiny by many Canadian tv advertisers. So far, daytime has been an in-and-out sort of thing, dependent on the markets involved. Stations who have done a good programing job during the afternoon hours have attracted some advertisers and are delivering a cost-per-1,000 that is pretty attractive. In other markets stations with less programing savvy (and, perhaps, less money to spend on afternoon programing) have fallen back in their efforts to draw afternoon viewership.

"However, on the whole, more and more Canadian advertisers are looking to daytime as the answer to some of their marketing problems. As a matter of fact, some clients are investigating very substantial daytime tv buys in the not-too-distant future."

The closer scrutiny of daytime by advertisers could not have been put off for long since programing and audiences are advancing steadily. Karl Steeves, tv sales director of BAB, reports that there is about 20% more daytime tv programing being done in 1958 than last year.

The average viewer, Steeves said, quoting BBM figures, spent 25% more time with pre-6 p.m. tv during this spring than a year before. And this figure covers only areas where there has been no extension of program time.

Steeves pointed to other indicators measuring daytime tv's advance:

1. For the first time in the history

of Canadian tv, the half-hour daytime audience topped the million homes mark this spring. That means about one-third of Canadian tv homes were tuned in. The peak occurred between 4:30 and 5:00.

3. About five stations are already on the air by noon, nearly half by 2:00 p.m. and virtually all stations by 4:00 p.m. Steeves predicts that virtually every station will be on the air at 2:00 p.m. by this fall.

As might be expected, more economical buys are a major reason for the growing attractiveness of daytime tv. Stuart MacKay, general manager of All Canada Radio Facilities, Canada's largest tv and radio rep, points out that rates have remained the same and have even been lowered while audiences have been rising during the day. This trend, he said, has resulted in lowering the daytime standard to 40% of "A" time instead of the 45-60% range that prevailed previously.

On top of this stations have been introducing announcement packages in "B" and "C" time.

**Network tv:** Though there's some (Please turn to page 64)

in  
**BRITISH  
COLUMBIA**  
people who  
buy things  
listen to

**C-FUN**

because there is

more **FUN**

on **CFUN**!





Jack McBride "shushes" all five little McBrides when Wes McKnight's Sportviews come on. Jack is a district sales manager for a leading automobile corporation.

## Meet the McBrides of Scarborough

*(but don't offer to pay their weekly grocery bill!)*

A meal with the McBrides indicates why much of Jack's salary goes for food . . . explains why the *total* food bill for the 1,194,800 families\* in CFRB's coverage area reaches the whopping sum of almost \$1 billion.\*

But the area's huge annual family income—almost \$6½ billion\*—is well able to sustain large purchases. This is Canada's richest market.

Only CFRB combines these essentials: listening audience, price, ratings, experience, and programming capable of effective selling. The advantages CFRB offers advertisers are unique.

Ask a CFRB representative to tell you how to get *your* share of this rich market—and at a surprisingly low cost.

\* compiled from Sales Management's Survey of Buying Power, Canadian Edition, May, 1957.

**CFRB** TORONTO  
1010 ON YOUR DIAL  
50,000 WATTS



**ONTARIO'S FAMILY STATION**

REPRESENTATIVES—Canada: All-Canada Radio Facilities Limited United States: Young Canadian Ltd.



(Cont'd from page 62)

leveling off in demand for network tv. there are still enough clients who want to buy the medium to fill the available slots. Because of CBC's public nature and its feeling that it must satisfy a wide audience rather than just seek shows of unquestioned commercial appeal all the way down

the line, the amount of commercial time on CBC TV is limited. During this past season, 54% of CBC TV programing on the English network was sponsored. On the French network, the percentage was half that.

The client list on CBC TV next season sounds, with few exceptions, like a rundown of the blue chippers in the

U. S. American-owned firms already set with shows on the English web include P&G, General Motors, General Mills, Kodak, Ford, Whitehall, S. C. Johnson, Colgate, Sunbeam, Gillette, Carnation, Westinghouse, General Foods, Campbell and others. Canadian or foreign-owned firms slotted include Lever, Nestle, Robin Hood (flour), Tuckett (tobacco), Imperial (tobacco), Ritchie, Lowney. Last season's roster had pretty much the same names—a long list of U. S. firms with Canadian or foreign-owned firms scattered among them.

The trend toward show-sharing has stopped being a trend and is now an accepted way of doing business. Of the 43 shows set, 16 are shared by two or more sponsors. However, the story doesn't end there. Many of the shows sponsored by single advertisers are carried solo only because the client has enough brands to make it worthwhile.

A substantial portion of the CBC TV lineup is U. S.-originated. On the English network it amounts to 39% of all programing but a much higher percentage of sponsored programing. While the CBC supplies 57% of the programing, the U. S. shows run away with the rating honors. The top five shows in terms of homes reached according to the Spring BBM report, were: NHL Hockey, *I Love Lucy*, *Perry Como*, *Disneyland*, *December Bride*. Of the top 15 shows listed by International Surveys for May 1958, only four were Canadian-produced.

Partly because there is only one network in Canada, there is not as much fuss about ratings as in the U.S. Only two sponsored shows were replaced on the English tv network last season.

**Spot tv:** The recession has had its effect on tv in Canada but, so far as spot is concerned, that effect seems to be past. The All Canada rep firm reported a slowing down in its tv business from September 1957 to February 1958 but added that, during the spring and early summer, sales picked up and are now at an all-time peak.

The most active selective (spot) buyers in Canadian tv are P&G, Salada-Shirriff-Horsey, Shell Oil and the Tea Council. Rothman's (tobacco) selective tv plans for the fall will put the firm in the magic circle.

One interesting story in buying spot



**CKPC**

**YES,  
BRANTFORD  
IS BIG!**

**51,000 BUYERS  
IN BRANTFORD  
(CITY)**

**Comparison to other Ontario Cities\***

- 7th in Number of Industrial Establishments.
- 6th in Number of Employees.
- 7th in Amount of salaries and wages paid.
- 8th in Selling value of factory shipment.

\*D.B.S. 1955 Statistical review.

**BONUS!**

BRANT, NORFOLK, WENTWORTH, WATERLOO, HALDIMAND, WELLINGTON, AND EAST OXFORD COUNTIES.

National Representative:  
Lorrie Potts & Co.  
Toronto—Wa 1-8951 & Montreal Vi 5-6448

DIRECT STATION CONTACT:  
R. Buchanan or R. Waters  
Brantford, Ontario  
PLaza 3-2664

**BRANTFORD'S OWN  
RADIO STATION**



tv comes out of the E. W. Reynolds shop. One of the agency's clients is cutting network tv by 50% to go into spot tv. This in itself is not so unusual. However, Karpus pointed out that some of the network money will go into selective fringe buys. He said, "The thought here is that even in fringe times on a selective basis some of the film shows available to us from the United States are as good if not better than much of the network stuff being telecast nightly by the CBC."

Karpus did not mention the client's name. However, it may be P&G since it has already been revealed that P&G, which had sponsored 179 weeks of *I Love Lucy* on CBC will rerun 52 of these films in 25 spot markets with options on another 52 films. P&G will also co-sponsor *Gunsmoke* with Remington Rand in about the same number of markets.

Lestoil, the top spending brand in U.S. spot tv, has begun an invasion of Canada. It has had its usual success in London, Ont., where, among other things, an awareness test testified both to the power of tv and the effectiveness of Lestoil's straightforward adver-

tising. Using 27 spots per week, Lestoil was able to raise the awareness level from 12 to 83% of the homes in a little over a month.

Announcement campaigns can reach a surprisingly high percent of tv homes in Canada's one-station-per-market situation. Typical examples of cumulative audience reach have been calculated by BBM in various market groups during various times of the day. Here are four of them:

- Three spots each in four markets at 4:15, 7:30 and 11:30 p.m. reached 68% of all the homes in the markets and 77% of all tv homes an average of 1.6 times each.

- Five spots each in three markets at 11:45 p.m. on weekdays reached 45% of all homes, 50% of tv homes an average of 2.2 times each.

- Five Class "C" spots each in five markets reached 44% of all homes, 49% of tv homes an average of 2.2 times each.

- Six spots each in "A," "B" and "C" time in five markets reached 64% of all homes, 72% of tv homes an average of 2.4 times each.

**Tv film:** With one station per market and CBC option time a fly in the ointment, opportunities for spot film sales are not exactly widespread. Yet distributors report substantial increases in business over last year, and, even granting the perennial optimism of film sales people, the lack of complaints about limited film opportunities are remarkably scarce. The P&G example cited earlier shows what avenues are available for aggressive merchandisers. With the CBC opening its schedule before 3:00 p.m. film distributors look forward to more daytime sales.

A hint that distributors are shaving prices closely was contained in one ad-man's statement that "the eagerness of the film syndicators to co-operate with national advertisers on selective programming has developed to the point where some top syndicated film properties represent extremely efficient program buying."

The monopoly market setup commonly leads to a high proportion of film sales directly to agencies and advertisers (rather than participations to retailers). S. W. Caldwell, Ltd., a film  
(Please turn to page 66)

# POWER

on the air

**10,000 watts**

on

**1220 kilocycles**

## CKDA

**RADIO VICTORIA**

**MOST LISTENED TO RADIO  
STATION IN VICTORIA ACCORDING  
TO BBM AND ELLIOTT-HAYNES.**

**REPS: RADIO REPRESENTATIVES, TORONTO & MONTREAL  
JOHN N. HUNT & ASSOC., VANCOUVER  
FORJOE & COMPANY, U.S.A.**

# CHEK-TV

**CHANNEL 6**

**SERVING**

**41,000 \*TV HOMES**

(\*BBM)

in

**VICTORIA**

**B. C.'s SECOND  
BIG MARKET**

**REPS:  
TELEVISION REPRESENTATIVES, TORONTO  
& MONTREAL  
JOHN N. HUNT & ASSOC., VANCOUVER  
FORJOE & COMPANY, U.S.A.**



(Cont'd from page 65)

producing and distributing house, reports that 65% of its syndication business is placed with the buyers rather than the sellers of time.

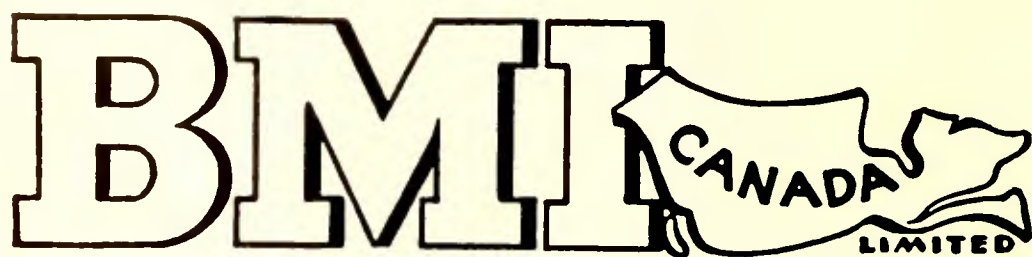
Little film programing is produced in Canada. The economics are too unfavorable. CBC is committed to mostly live programing on its network but it has financed two half-hour series produced by TPA—*Hawkeye*. *Last of the*

*Mohicans* and *Tugboat Annie*. TPA is now producing a third tv film in Canada—*Cannonball*—but without CBC aid. *Cannonball* will use the facilities of Canadian Film Industries' new soundstage, which will be finished on 1 November and will supplement CFI's two smaller stages. This is an important addition to Canada's film facilities.

Commercials present a more profitable outlook than programing. Cana-

dian producers are getting an increasing share of the business. Caldwell reports an instance of a U. S. agency coming north to have a commercial made. With more animation and optical effects being used, more money is going into commercials. But another, and more important, reason for increasing client investments in commercials is given by Reynolds' Karpus.

With radio becoming a "background" medium (says Karpus) and with the early magic of tv gone, "we believe our radio and tv commercials must be the epitome of creativity to interest, create a desire in the product and motivate the consumer into buying. It is with this in mind that we say that, in our opinion, the most significant trend in tv today is the greater number of dollars being placed at the disposal of commercial creators and producers."



The tremendous growth of industrial Canada, so well measured by economists, sociologists and historians, is matched by the music coming from the minds and hearts of the people of Canada.

#### **YES, THERE IS CANADIAN MUSIC!**

... and it is the music that Canadians want to hear on Canadian radio and television programs.

#### **MUSIC IS TALENT!**

By encouraging and stimulating the efforts of Canadian composers of both popular and concert music,

#### **BMI CANADA LIMITED and BROADCAST MUSIC, INC.**

are making it possible for Canadian music to be published, recorded and performed, not only in Canada but throughout the world.

Written and composed by Canadians, published in Canada by Canadian publishers, this music should become the first choice of those advertisers and program producers who want their programs to find the widest possible favor with Canadians.

*Now located in new and enlarged offices in Toronto with added facilities,  
better to serve the music needs of Canada*

For further information on the subject  
of Canadian Music call or write

### **BMI CANADA LIMITED**

16 Gould Street  
Toronto 2, Ont.

1500 St. Catherine Street, W.  
Montreal, Que.

**Monopoly markets:** The end of the one-station-per-market policy—a policy the government said was set up to make sure broadcasters didn't rush to get applications in the big markets and forget the little ones—may be over the horizon. No one is quite sure just when it will come about, though there is no doubt that an end is in the wind.

The only definite move is that the new Government, in line with its promise to set up a separate regulatory body for broadcasting, placed the following in the Speech from the Throne, a document which, at the opening of Parliament, announces the government's intention for the coming session:

"There will be placed before you a proposal to establish a new agency to regulate broadcasting in Canada and to insure that the Canadian Broadcasting Corporation and the privately owned broadcasting stations work effectively together to constitute a national system to provide satisfactory television and radio services to all Canadians within reach."

This, in itself, will not assure the end of the monopoly market situation. One Canadian familiar with the situation said that after the new body is constituted, it will probably have to divide up policing duties with the CBC. Also, new legislation will have to be passed giving the new body authority to consider station applications. Thus it might be 1½ years before new stations hit the air. ▀



**SPONSOR'S**  
**5-CITY TV/RADIO**  
**DIRECTORY**



get  
your  
copy  
**FREE**

Now — SPONSOR brings you the first pocket sized 5-city TV/Radio Directory. Easy to use. Easy to take with you when you're traveling.

Every important name and address in air media is listed in it. By categories you will find networks and groups, representatives, agencies, advertisers, commercial film producers, tv film program sources, miscellaneous film services, music and radio services, research, surveys, and promotion companies, trade associations, hotels, admen's eating directory, airlines and railroads, news services and trade magazines.

It's the most comprehensive little book of its kind in the field. We'll be happy to send you your personal copy on request with our compliments. Additional copies are 25c each.

## **SPONSOR**

THE MAGAZINE RADIO AND TV ADVERTISERS USE

NEW YORK 17—	40 E. 49th	•	MUrray Hill 8-2772
CHICAGO—	612 N. Michigan	•	SUperior 7-9863
LOS ANGELES—	6087 Sunset	•	HOLlywood 4-8089
BIRMINGHAM—	Town House	•	FAirfax 4-6529

*P.S. Don't forget to call on us  
next time you're in town.*



# What are the essential ingredients of daytime television

For the answer, SPONSOR polled a cross-section of programming experts to learn why some daytime formats are hardy perennials, others do not hold the housewife's loyalty

**Jules J. Bundgus**, manager, radio tv, Bryan Houston, Inc., New York



*Imagination, ingenuity and change in programing format*

The only way to answer the above question is to take a look at a success story and pose another pertinent question: What ingredients are responsible for the success of a six-year-old daytime program that currently rates in the top five in the adult vehicle category—*The Big Pay Off*—a CBS mid-afternoon show that has withstood the passage of time and powerful competition.

A year ago, seven months after Bryan Houston assumed supervision of this program, it was a sick show and ready to go down the cancellation drain along with a number of its contemporaries. For months it had been locked in a titanic rating battle with NBC's multi-million dollar *Matinee*—a competition which was the daytime equivalent of the Sullivan-Allen or Gleason-Como rating rivalries of nighttime television. Then *Matinee* forged ahead with a decided edge.

*The Big Pay Off* is a format show. Therefore, we embarked, with the help of our client's George Laboda, broadcast coordinator of the Colgate-Palmolive Company, on a philosophy of constant change even within the scope of a format show. Such new de-

vices as a "decision question," a novel competition-on-the-air to decide which contenders would become the final contestants; a change in some of the leading personalities, a home viewer participation appeal, were all effected in the course of several months. Result—in January, *The Big Pay Off* became a top-rated daytime show again and since has always been in the top five of adult appeal programs.

In the last year it has had an 11% increase in Nielsen rating and a 23% increase in homes reached. Our very able producer, Walt Framer, became the biggest enthusiast of the concept of change even with the show consistently riding the top of the Nielsen list.

A salesman loses sales when he loses the initiative of his selling pitch. Even a format show, successful in its first quarter, should be given the prescription of a limited run if it exposes the housewife to the same formula day after day. The housewife must be kept off balance; she must be the recipient of the unexpected in terms of entertainment or the best format in the world will become old hat.

We feel this way about our contestants. A daytime participation show must not present contestants as so many bowling pins—without character or identities of their own. They must be people whom the viewing audience gets to know as *real people*.

It is our aim on each show to throw the contestant off guard. Pointed questions usually stimulate novel answers, sometimes a humorous answer, but in all cases they make real people out of contestants. Contestants on a quiz show should—for want of a better term—have an "experience" wherein they register surprise, dismay, jubilation, etc. Only then can the audience identify with the participants.

When imagination, ingenuity and change are the main ingredients of your daytime showmanship, you can keep a successful program going for years instead of quarters.

**Mary Dodd**, associate producer, Don Fedderson Productions, New York



*Formats that appeal to women, can be produced on limited budget*

Daytime television is definitely aimed at the woman's market, but producers have learned that they cannot dismiss the daytime audience as the "pressure cooker crowd" and feed them corn and misery. The daytime audience is every bit as discerning and demanding as its nighttime counterpart.

Daytime television will always have its share of news and public service programs, kiddie shows, and a sprinkling of films and soaps, but good dramatic programing is out for daytime. The high cost of production makes it economically inadvisable for an advertiser.

That leaves the audience participation shows . . . the quiz shows, which are at their peak this season. On a typical weekday, between the hours of 10 a.m. and 4 p.m., the three major networks carry no less than 15 half hours of audience participation.

The viewers themselves offer an endless source of "talent" as contestants on quiz shows. On *Who Do You Trust?* and previously on *Do You Trust Your Wife?*, by the imaginative use of people and by placing the emphasis on comedy, we've tried to carry the quiz show a step beyond the asking and answering of questions. We've found that the non-professional, the contestant, can deliver a pretty good comedy routine with a bit of guidance by emcee Johnny Carson. That the daytime audience digs Johnny Carson's comedy is evidenced in the fact that *Trust* has steadily built up in rating and audience size since it went on the network last fall.



# programing?

**Giraud Chester**, vice president in charge of daytime programing, ABC Television Network, New York



Balanced lineup of program categories

In daytime, as in nighttime television, the aim of a good network schedule is to have a balanced lineup of programs representing the best of all program categories with audience appeal sufficient to meet advertisers' needs for circulation.

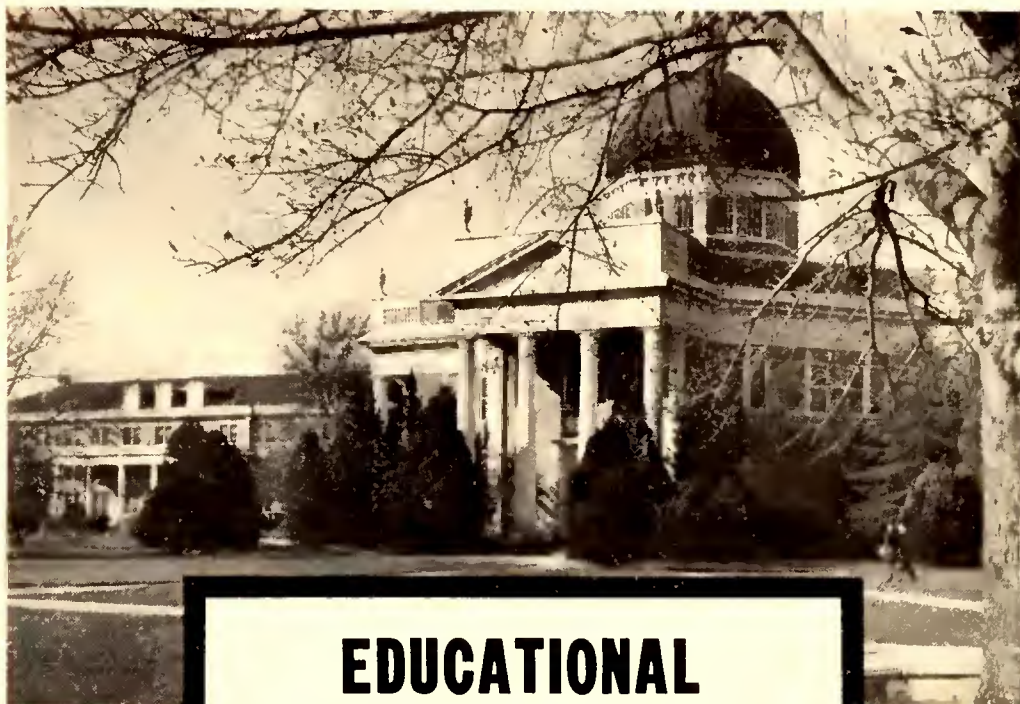
There are some important differences between daytime and nighttime audiences, and consequently certain differences in programing. The potential daytime audience, while very substantial in size (peaking at about half the audience for the top evening time periods) is considerably more homogeneous, with housewives comprising by far the largest single group of viewers in many time periods.

By and large, the main program categories that have been successful in daytime television have been the following: 1) Personality-entertainment shows, such as the *Arthur Godfrey Show* or the *Peter Lind Hayes Show*; 2) Audience participation shows, ranging from game shows like *The Price is Right* and *Beat the Clock* to emotional jags like *Queen for a Day* and *It Could Be You*; 3) Service programs, telecast mainly on a local basis; 4) Dramatic series, including the unending serial dramas like *Search for Tomorrow*, extended courtroom reenactments like *Verdict is Yours*, unit dramas like the old *Matinee Theatre* series, and filmed situation comedy series like *Our Miss Brooks*; and 5) Children's shows like *Mickey Mouse Club* and the local kid shows.

With the introduction of three-network competition throughout the day-  
(Please turn to page 70)

## JACKSON, MISSISSIPPI...

the South's fastest growing TV Market



### EDUCATIONAL CENTER PRIME MARKET

Eleven senior colleges and thirteen junior colleges are located in the wealthy, diversified Jackson TV market. This heavy concentration of students represents a valuable market today as well as tomorrow. Only two TV stations reach this large potential—WJTV and WLBT.

## 260,778 TV HOMES

SERVED BY TWO GREAT STATIONS

**WJTV**  
**CHANNEL 12**  
KATZ

**WLBT**  
**CHANNEL 3**  
HOLLINGBERRY





## In the leadership spotlight



### Top-drawer advertisers are buying WGN

You're in good company when you join smart time-buyers who select WGN to sell millions of dollars worth of goods for top-drawer clients. Exciting new programming in 1958 makes WGN's policy of high quality at low cost even more attractive to you.

## WGN-RADIO

CHICAGO, ILLINOIS



## HOUSTON'S FAMILY STATION!

### KTRK-TV, channel 13

## SPONSOR ASKS

(Cont'd from page 69)

time schedule, there will probably be an acceleration in the trend on the part of television audiences toward program loyalty rather than station or network loyalty. Good shows will get the audiences on each of the three networks.

**Edwin S. Friendly, Jr.**, daytime program director, CBS Television Network, New York



Same as nighttime format—good talent

People and entertainment. The essential ingredients for daytime television are no different than for nighttime television, movies, theater, or for that matter, a good book. Television is basically an entertainment medium and, as such, is an escape. We have heard it theorized that women require different programming during the daytime because they are mostly viewing alone and use television as an escape from their household chores. I question this theory and am of the opinion that women (who make up roughly 50% of the evening viewing audience) have the same tastes day or night.

Execution of the essential ingredients of good entertainment for daytime is, however, a problem unto itself. One must bear in mind 1) the economic limitations, 2) the five-to-one frequency differential, and 3) the format differential.

Successful daytime shows may fail at night because their competition may be more severe, but I doubt that a successful nighttime show would fail in the daytime if properly executed.

There is a major difference in execution occasioned by format, whether game, drama or personality show. A nighttime half hour show is produced as a half hour with three minutes of commercial. The daytime half hour show must be telecast in two 15-minute segments, with twice as many commercial interruptions and a station-break at the half-way point.

In summary, the essential ingredients of good entertainment are more difficult to obtain in daytime because

of format complications, small budgets and the sheer logistics of doing five shows a week, but the opportunity to make loyal friends is intensified.

**Carl Lindemann, Jr.**, director, daytime programming, NBC Television Network, New York



Give a housewife a pleasing respite from her daily chores

An understanding of the ingredients essential to daytime tv programming is best derived from an understanding of the housewife audience available during these hours.

First (and foremost in the NBC TV daytime schedule) are the quiz, game and audience participation programs. In each of these the essential ingredients are first, a personable host whom the housewife can daily accept in her home; second, interesting participants or contestants with whom our housewife viewer readily identifies herself to maximize her own vicarious participation; and finally, an interesting hour of entertainment format.

The next important program type is the daytime dramatic serial, presently filling four hours a day in the major networks of daytime scheduling. Here the primary requirement is identification for our housewife viewer.

Another popular daytime program type is the personality variety show consisting of a strong personality surrounded by a group of supporting performers. Most essential here is obviously a strong personality capable of five half hours a week in an entertaining manner.

In conclusion a word must be said about the woman's service program which has been attempted various times on a network basis with only moderate success. It has been reasoned that since service is an important part of the various woman's magazines, it could provide the basis for a network program. The fallacy here is that daytime programming to have mass appeal must entertain or provide escape opportunity rather than try to inform and educate the housewife.



**SURE  
EVERY  
TIMEBUYER  
READS  
SPONSOR . . .**





**SURE**

every time buyer  
reads

**SPONSOR**

**SPONSOR**



**BUT FOR EVERY TIMEBUYER  
THERE ARE TEN OTHER DECISION  
MAKERS BEHIND THE SCENES  
WHO READ SPONSOR AS WELL**

Rarely indeed does one man alone determine when and where to place radio or TV business. That's why it makes sense to reach every decision maker possible with your message because every voice that helps to finalize a sale should know your story.

It's the chief reason your advertising will do so well in SPONSOR. SPONSOR reaches almost everybody who is anybody in air. All the timebuyers, of course, but more decision makers, too, at every level (in both the agency/advertiser category) than any other broadcast publication.

Proof?

Fair enough!

SPONSOR is the only broadcast publication that offers a complete circulation breakdown BY JOB CLASSIFICATIONS—listing the exact number of subscribers (with their names and titles) at every management level. We'll be happy to show it to you at your convenience and prove beyond doubt that SPONSOR reaches more teams that buy time than any other book in the field.

**SPONSOR**

**sells the TEAM that buys the TIME**





## It's this easy to get programs and sponsors together, anytime

When television programs and commercials are recorded on Videotape\*, they can be scheduled to run in almost any combination and at any time. Stations can dovetail schedules for local, network and special events quickly and easily. "Live" spots can be run at any availability. And both can be timed to reach pre-selected audiences.

And with Videotape, stations can plan more "local live" programs... increase the number of "local live" commercials... build up station income.

But this is just part of the story. Let us tell you how completely the Ampex VR-1000 Videotape Recorder is changing the face of television. Write today.

CONVERTS TO COLOR ANYTIME • LIVE QUALITY • IMMEDIATE PLAYBACK • PRACTICAL EDITING • TAPES INTERCHANGEABLE • TAPES ERASABLE, REUSABLE • LOWEST OVERALL COST

850 CHARTER STREET, REDWOOD CITY, CALIFORNIA  
Offices in Principal Cities





National and regional spot buys  
in work now or recently completed

## SPOT BUYS

### TV BUYS

**Warner-Lambert Pharmaceuticals Co.**, Family Products Division, Morris Plains, N. H., is going into major markets for its Anahist. The schedule will run for 26 weeks, with nighttime minutes being slotted. Frequency depends upon the market. The buyer is Chet Slayhaugh; the agency is Ted Bates & Co., New York.

**Duffy-Mott Co.**, New York, is planning a fall campaign for its food products. The schedules start 29 September for eight to 10 weeks. Minutes during both daytime and nighttime segments will be placed; frequency will vary from market to market. The buyer is Steve Suren; the agency is Sullivan, Stauffer, Colwell & Bayles, Inc., New York.

### RADIO BUYS

**General Mills, Inc.**, Minneapolis, is purchasing announcements throughout the country for the fall campaign for its Gold Medal Flour. The 30-week campaign starts 15 September. Minute announcements during daytime slots will be used; frequency will depend upon the market. The buyer is Dick Boege; the agency is Dancer-Fitzgerald-Sample, Inc., New York.

**American Home Foods**, New York, is planning a campaign in top markets for its Burnett's vanilla extract. Schedules run from 22 September through 15 December. I.D.'s during daytime segments will be scheduled, with frequencies varying. The buyer is Ed Richardson; the agency is Geyer Advertising, Inc., New York.

**Sterling Drug Inc.**, New York, is buying schedules for its Dr. Lyons Tooth Powder, Energine and Bayer Aspirin. Schedules start in September, run for 13 weeks. Minutes during daytime segments will be scheduled; frequencies will depend upon the market. The buyers are Bob Lazetera and Bob Bruno; the agency is Dancer-Fitzgerald-Sample, Inc., New York.

**Peter Paul, Inc.**, Naugatuck, Conn., is planning a campaign for its Peter Paul Mounds. The schedules start 9 September, run until the end of the year. I.D.'s will be used throughout the day, saturation frequency. The buyer is Jim Kearns; the agency is Dancer-Fitzgerald-Sample, Inc., New York.

### RADIO and TV BUYS

**National Biscuit Co.**, New York, is planning a campaign in top radio and tv markets for its cracker and cookie products. The schedule starts 29 September. In radio, minutes during both daytime and nighttime segments are being purchased for an eight-week run. In tv, the advertiser is looking for 30-minute slots for 39 weeks to sponsor the film show Sky King. The buyer is Sal Agovino; the agency is McCann-Erickson, Inc., New York.

## Videotaped\* Vehicles



Doug Elleson, Program Manager  
KRON-TV, San Francisco

"We taped a whole series of Rambler spots at one time for local Nash dealers. Accurately timed, error-free, easily scheduled commercials, with a 'live' look at less than live cost, impressed both client and agency."



850 CHARTER STREET, REDWOOD CITY, CALIFORNIA

professional  
products division

\*TM Ampex Corporation



# NEWS & IDEA WRAP-UP

## ADVERTISERS

The Playtex division of International Latex has extended its tv advertising into Canada.

In what it describes as the "largest tv deal in Canada in the soft goods industry," Playtex Limited of Arn-prior, Ont., will sponsor a substantial number of one-minute spots, flashes and idents each week for an extended period via CHCH-TV, Hamilton.

U. S. Playtex commercials will be adapted to Canadian needs by Walsh Advertising Co. Limited, Toronto.

Campaign starts 15 September. (For more news about Canada, see special Canadian section, page 41.)

Wilson & Co. listened last week, to a formal pitch from K&E on a recommendation for a thrice weekly spot tv schedule using a five-minute "personality in the news" format.

The indications are that the proposal will be approved by the client.

Buying will probably be out of K&E's Chicago office.

### Advertisers' Ideas at work:

- Domino Sugar plans its biggest campaign this fall based on the theme: "Used together . . . they sell together." This is the third in a series of retail grocery planning guides, aimed at tie-in planning—i.e., moving Domino

with related items. The sugar company will use tv, radio and print to promote this theme.

- Another tie-in promotion: Campbell Soup Co.'s "Souper-Duper Chicken" campaign in September will feature budget dinners made with Swanson Boned Chicken and Turkey combined with Campbell's cooking soups.

- Western guns manufactured by Mattel, Inc., Los Angeles toy manufacturer, will be promoted on tv this September and October by General Mills. This saturation promotion, will back G.M.'s "Great Guns Sweepstakes" contest for its Kix, Trix and Sugar Jets cereals.

General Mills plans to use one-minute spots on its *Captain Kangaroo*, *Lone Ranger* and *Mickey Mouse Club* programs.

**Strictly personnel:** Arthur Altree, formerly marketing director of Kimberly-Clark Limited of Great Britain, appointed to the Foreign Operations

## PICTURE WRAP-UP



This fall, Libby, McNeill & Libby will again sponsor heavy day-time tv schedule, headed by Arthur Godfrey (2nd from r). Talking over commercial plans are (l to r) Ted Jardine of JWT, Libby marketing v.p. J. W. Rose, and Libby ad manager Al Maleske (r)



19-year-old Lee Berkow, chosen in WWDC-sponsored contest to represent Washington in Miss America pageant, chats with judges (l-r) Ed Tahjian, Emil Mogul Co., and John Canning, SSC&B; looking on are Robert Dwyer, John W. Doscher, both of John Blair & Co.



At recent VFW convention in New York City, Robert W. Sarnoff (l), NBC board chairman, received VFW Gold Medal Award from VFW head Richard L. Roudebush (c), highest award VFW can confer. Also shown at presentation, Secretary of State John Foster Dulles



Division of Kinberly-Clark, Wisconsin . . . **Nathan W. Aram**, elected assistant v.p. and chief engineer of Zenith Radio Corp . . . **A. B. Peterson**, appointed executive v.p. of International Latex.

## AGENCIES

The merger of the **C. L. Miller Co.** with **Lennen & Newell** swells the latter's annual billing to approximately \$77 million.

The Miller Co. brings to L&N the Corn Products Refining account, which it has handled since the agency's inception 35 years ago.

C. L. Miller, president, will develop and direct a new division of L&N; Phillip Hoffman, treasurer and William Mueller, v.p., will become senior v.p.'s at L&N.

Miller's choice was based upon L&N's extensive creative marketing research operation.

The merger becomes official 1 January 1959.

(See SPONSOR-SCOPE, page 9, for comment)

**Another merger:** **Clark & Bobertz, Inc.** of Detroit, takes in its third agency within three months with the addition of **Betteridge & Co.**

Agencies preceding this; Castle-Werner and Fred Bingham.

**Chicago:** In a further realignment of its staff servicing the Edsel account, **Foot, Cone & Belding** this fall will shift additional personnel from its Detroit office to Chicago.

Collateral and dealer ads will be turned out in the Chicago office in addition to Edsel national advertising.

**Agency expansion:** **Lambert & Feasley, Inc.**, has nearly doubled its floor space by moving part of its group from the 14th to the 19th floor at 430 Park Avenue, New York.

**Agency appointments:** **Keyes, Madden & Jones, Inc.**, for the \$2.5

million Florists' Telegraph Delivery Association account . . . **Ogilvy, Benson & Mather**, for the institutional advertising for the Standard Oil of New Jersey . . . **Doherty, Clifford, Steers & Shenfield** appointed, along with **William Douglas McAdams, Inc.**, to handle the Roche Labs division of Hoffman-LaRoche, Inc. . . . **Gordon Best Co.**, Chicago, for W. F. Straub & Co., producers of Lake Shore brand honey and Churned honey . . . **Noble-Dury & Associates**, of Nashville and Memphis, for the Golden Dipt Manufacturing Co., St. Louis . . . **Clinton E. Frank, Inc.**, Chicago, snagged two last week: The Hamilton Beach Co., division of the Scovill Manufacturing Co. and the Allied Florists Association.

**Ted Bates & Co.** has made several new appointments in its tv/radio department: **Herbert Gunter** becomes v.p. in charge of production; **Richard Jackson**, director of operations; and



**KDAY, Hollywood**, decided to help cause of Hawaiian statehood—had d.j. **Jim Hawthorne** ring Liberty Bell replica at KDAY studios, also broadcast ringing throughout day



**WVNA's Bill Mays** (in cell) had too short a beard to satisfy vigilante (l) during "Progress" celebration, was locked up in movable jail—where he broadcast news, commercials

**Chicago timebuyers** were entertained by new owners of WTVP, Decatur, Ill., at Chicago Yacht Club party. Shown enjoying the festivities are (l to r) **Evelyn Vanderploeg** of Arthur Meyerhoff; **Bobbie Landers** of John W. Shaw; **Bill Harmon** of Leo Burnett; **Helen Davis** of Clinton E. Frank; **Ruth Babick** of Earle Ludgin; and **Hall Tillson** of Leo Burnett



**Miss Tall America**, **Shirley Thaxton** (Miss Cincinnati), watches runners-ups **Miss Kansas City** (l) and **Miss California**, support **Don Bean**, newsman, **WERE**, Cleveland, as he interviews these long-legged lovelies at Tall People Convention, Cleveland



Take it from Joe Floyd . . .



## AMERICA'S LARGEST MARKET AREA

is the easiest market to sell!

KEL-O-LAND is not an advertising gimmick-word. It is 73,496 square miles of people — America's largest market area — covered exclusively by Joe Floyd's 4-state\* tv hookup. The national advertiser has never had an opportunity like this—to blanket such a huge part of the nation, with a single-station buy!

\*South Dakota, Iowa  
Minnesota, Nebraska

## KEL-O-LAND

—CBS • ABC • NBC

### KELO-TV

SIOUX FALLS: and boosters

### KDLO-TV

Aberdeen-Huron-Watertown

### KPLO-TV

Pierre-Valentine-Chamberlain

General Offices: Sioux Falls, S.D.

JOE FLOYD, President

Evan: Nord, Gen. Mgr., Larry Bentson, V.P.

REPRESENTED BY H-R

In Minneapolis: Wayne Evans & Assoc.

William Watts continues as director of commercial film production.

## REPS

**Spreading out:** As part of a general expansion plan, **Edward Petry & Co.** just opened its Dallas office—bringing its total to nine offices.

**Hugh Kerwin**, head of Petry TV in St. Louis, will manage the Dallas office; **David Milam** will be in charge of radio—**Fred Johnson** in charge of tv.

**Recent rep appointments:** **William J. Reilly** of Chicago just announced the following mid-west stations as part of its line-up: **KLFY-TV**, Lafayette, La.; **KLYN**, Amarillo; **WHYE**, Roanoke; **WWOK**, Charlotte, N. C. **Richard O'Connell, Inc.**, will represent these stations in New York . . . **Forjoe & Co.**, for **KPAL**, Palm Springs.

**CBS Tv Spot Sales** reassigned these executive sales personnel: **Arthur Elliot**, Midwestern sales manager, becomes Eastern sales manager; **Jack White**, San Francisco sales manager, to Chicago as Midwestern sales manager; **Richard Loftus** becomes sales manager of the San Francisco office, moving from Detroit; **Howard Marsh**, to Detroit as sales manager, transferring from the Chicago office where he was an account executive.

## NETWORKS

**ABC TV** this week picked up a substantial order from **Fleets Company of America**.

It's for two weekly quarter-hours of *Mickey Mouse* and the half-hour of *Tales of the Texas Rangers*. Agency: **Eisen**.

Daytime network audience, according to **TvB's** January-July report has jumped 14%.

The trend of network tv program audiences in the evening for the first seven months of 1958 continues upward also showing a 9% increase.

Average week day daytime programs reached 428,000 more homes per broadcast than in 1957; and, the average increase for evening programs was 716,000 homes.

### Network sales:

• **NBC-TV** reports more than \$3.2 million in new business and renewals

In the leadership spotlight



## Top-drawer advertisers are buying WGN

You're in good company when you join smart time-buyers who select **WGN** to sell millions of dollars worth of goods for top-drawer clients. Exciting new programming in 1958 makes **WGN's** policy of high quality at low cost even more attractive to you.

## WGN-RADIO

CHICAGO, ILLINOIS

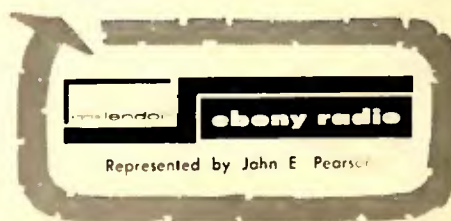
The nation's  
highest  
audience-  
rated  
Negro group

**WOKJ JACKSON**

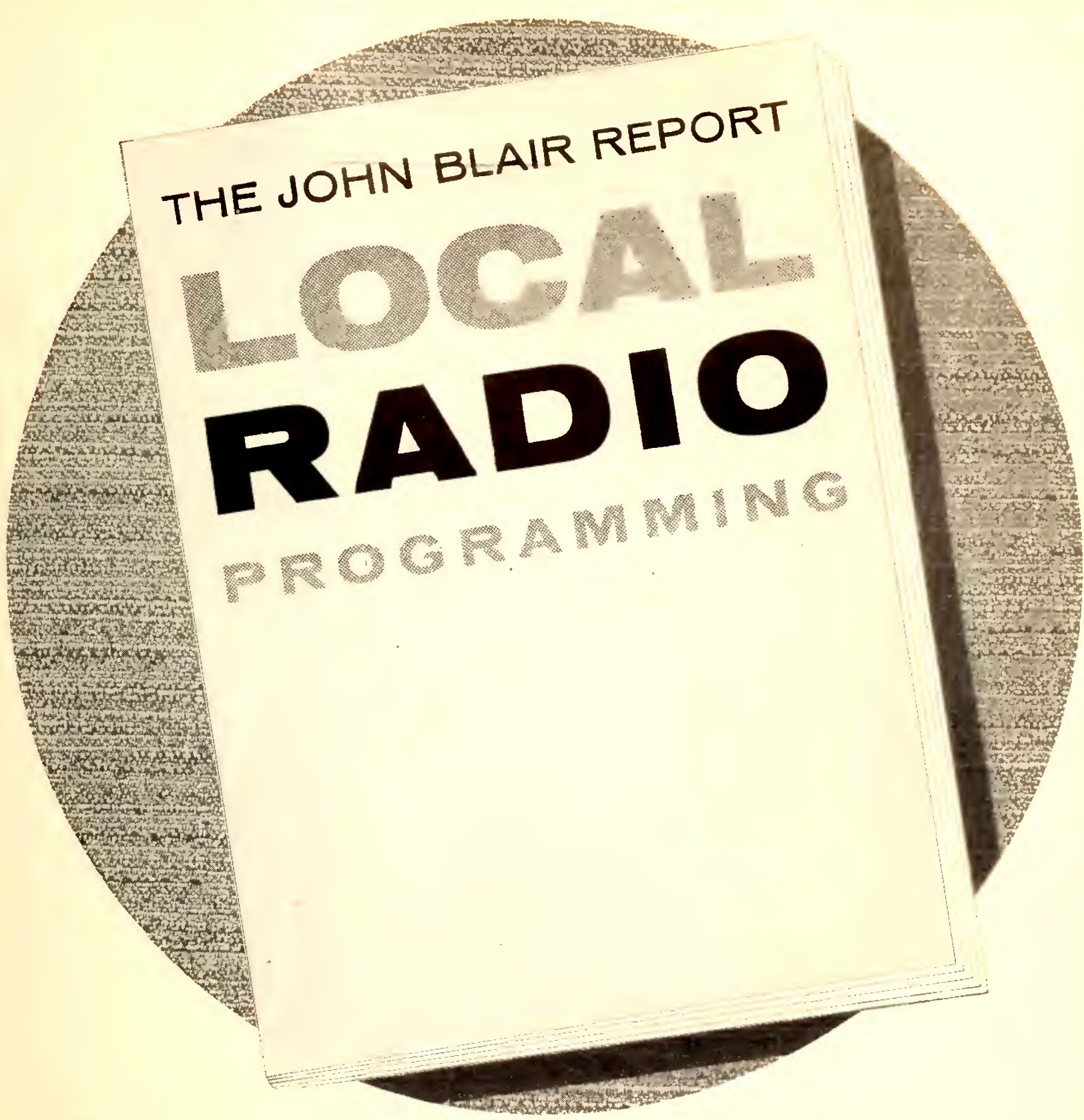
**KOKY LITTLE ROCK**

**KOKA SHREVEPORT**

**WENN BIRMINGHAM**







# THE JOHN BLAIR REPORT

# LOCAL RADIO

## PROGRAMMING

## Eye-opener for advertisers

To get full results from radio advertising, sales and advertising executives need to understand the complex program elements which, when properly combined, give Spot Radio its tremendous selling-power. These elements are clearly defined in the John Blair Report, **LOCAL RADIO PROGRAMMING**, recently published. It is termed an "eye-opener for advertisers" because it brings into sharp focus the exacting skill demanded of station-

management in creating an overall program-structure that consistently builds maximum audience for the station, and sales for its advertisers. Hence the book contains a wealth of information vital to any executive charged with the responsibility of moving mass-market goods at a profit. For the complete report, write John Blair & Company, 415 Madison Avenue, New York 17, N. Y. Price, one dollar.

## JOHN BLAIR & COMPANY

### Exclusive National Representative for:

New York.....	<b>WABC</b>	Washington.....	<b>WWDC</b>	Miami.....	<b>WQAM</b>	San Antonio.....	<b>KTSA</b>	Wheeling-Steubenville.....	<b>WWVA</b>
Chicago.....	<b>WLS</b>	Baltimore.....	<b>WFBR</b>	Kansas City.....	<b>WHB</b>	Tampa-St. Petersburg.....	<b>WFLA</b>	Tulsa.....	<b>KRMG</b>
Los Angeles.....	<b>KFWB</b>	Dallas-Ft. Worth.....	<b>KLIF-</b>	New Orleans.....	<b>WDSU</b>	Albany-Schenectady-Troy..	<b>WTRY</b>	Fresno.....	<b>KFRE</b>
Philadelphia.....	<b>WFIL</b>		<b>KFJZ</b>	Portland, Ore.....	<b>KGW</b>	Memphis.....	<b>WMC</b>	Wichita.....	<b>KFH</b>
Detroit.....	<b>WXYZ</b>	Minneapolis-St. Paul..	<b>WDGY</b>	Denver.....	<b>KTLN</b>	Phoenix.....	<b>KOY</b>	Shreveport.....	<b>KEEL</b>
Boston.....	<b>WHDH</b>	Houston.....	<b>KILT</b>	Norfolk-Portsmouth-		Omaha.....	<b>WOW</b>	Orlando.....	<b>WBDO</b>
San Francisco.....	<b>KGO</b>	Seattle-Tacoma.....	<b>KING</b>	Newport News.....	<b>WGH</b>	Jacksonville.....	<b>WJAX</b>	Binghamton.....	<b>WNBF</b>
Pittsburgh.....	<b>WWSW</b>	Providence-Fall River-		Louisville.....	<b>WAKY</b>	Nashville.....	<b>WSM</b>	Boise.....	<b>KIDO</b>
St. Louis.....	<b>KXOK</b>	New Bedford.....	<b>WPRO</b>	Indianapolis.....	<b>WIBC</b>	Knoxville.....	<b>WNOX</b>	Bismarck.....	<b>KFYR</b>
		Cincinnati.....	<b>WCPO</b>	Columbus.....	<b>WBNS</b>				



Eight advertisers for the *Today* and *Jack Paar Shows* since the beginning of August. Highlighting the new buys: E. I. duPont de Nemours, calling for 160 participations on *Today*, and 21 on *Paar*; National Presto Industries Corp.; Bulova Watch and Sandura.

• **On Mutual.** Seeman Brothers, manufacturers and distributors of Savoy Car Shampoo ordered an immediate saturation campaign to support its supermarket sales distribution of the product. Participations will be heard on newcasts and *The World Today*. This represents Savoy's first radio network buy. Agency: NC&K.

• **ABC-TV's** summer replacement, *Anybody Can Play*, will continue on the network this season, Monday, 9:30-10 p.m. Sponsor: R. J. Reynolds, for Salem.

**Renewal:** Sterling Drug, for *Saber of London* on NBC-TV starting 19 October.

**Re specials:** Mary Martin will star in two live musical shows next spring (Easter). The unusual twist is that both these specials will be on NBC-TV the same day—with one performance designed primarily for children and one for adults.

**New affiliations:** WTOL-TV Toledo, will become a primary affiliate of CBS-TV when the station airs, in November. ABC-TV the week before, took on the only Toledo outlet, WSPD-TV . . . KXLF-TV, Butte, Mont., joins CBS-TV as a secondary affiliate.

**What a give-away can give away:** Zig-Zag, the audience participation game which ABC-TV has optioned for a possible 6 October starting date, promises that any contestant invited back to try her luck on the following day's show, will be provided with a baby-sitter, if she is faced with that problem.

**Network personnel:** Sidney Piermont joins CBS-TV network program department as a talent coordinator. He has been manager, program talent for NBC.

## ASSOCIATIONS

The nation's courtrooms have been in the news this week—not just for reopening of school deci-

sions—but for the coverage of its proceedings.

The NAB issued a call for top-level meetings of representatives of the legal profession, broadcasting industry, the press and other media to discuss opening the courtrooms to news cameras and microphones.

On the con side, the American Civil Liberties Union repeated its opposition to radio, tv and newspaper photographic coverage of court proceedings.

ACLU's reasons: Their presence would introduce extraneous influences "which tend to have a detrimental psychological effect on the participants and divert them from the proper objective of the trial."

**John Hayes**, president of the Washington Post stations (WTOP, WTOP-TV, Washington and WJXT-TV, Jacksonville, Fla.) in a talk before the South Carolina Radio and Tv Broadcasters Association, spelled out the responsibilities of the local broadcaster to his community.

Said Hayes:

"We must squarely face the fact that today we are publishers, news editors, educators, explorers, merchandisers, sociologists—and purveyors of entertainment—all rolled into one."

**Meeting:** The fall convention of the Kentucky Broadcasters' Association will be held 13-15 October at the Chesmotel Lodge in Hopkinsville.

The AFA board chairman, **Robert Feemster**, announces these appointments to the AFA's executive committee:

Mary Busch, executive v.p., Emery Advertising Corp.; John Cunningham, pres., Cunningham & Walsh; Ben Donaldson, advertising consultant, Ford Motor Co.; James Fish, v.p. and director of advertising, General Mills; Melvin Hattwick, dir. of advertising, Continental Oil; George Head, advertising and sales promotion manager, National Cash Register Co.; David Kutner, merchandising manager, Motorola; and James Proud, president of the AFA.

**They were elected:**

Frank Pelligrin, v.p. and partner of H-R Tv, Inc. and of H-R Reps, national president, and Merle S. Jones, president of CBS TV stations, 1st v.p. of the Broadcast Pioneers.

Cliff Gill, v.p. of KBIG, Catalina,

# One too many villains!

Poor fellow. Poor fellow, indeed! He's only embarrassed . . . the show's climax may have been ruined! But, stop a moment. The scene can be saved. All it takes is a snip . . . if it's on film.

This is only one of the ways film helps. Because you see the show before you show it, you're always in control of what's said, what's done! In control, too, of time and station throughout the country.

Use black-and-white—or color . . . there's an Eastman Film for every purpose.

For complete information write to:  
Motion Picture Film Department  
**EASTMAN KODAK COMPANY**  
Rochester 4, N. Y.

**East Coast Division**  
342 Madison Ave., New York 17, N. Y.

**Midwest Division**  
130 East Randolph Drive, Chicago 1, Ill.

**West Coast Division**  
6706 Santa Monica Blvd.,  
Hollywood 38, Calif.

or

**W. J. German, Inc.**  
Agents for the sale and distribution of  
Eastman Professional Motion Picture Films  
Fort Lee, N. J.; Chicago, Ill.;  
Hollywood, Calif.

**Be sure to shoot  
in COLOR . . .  
You'll be glad you did.**

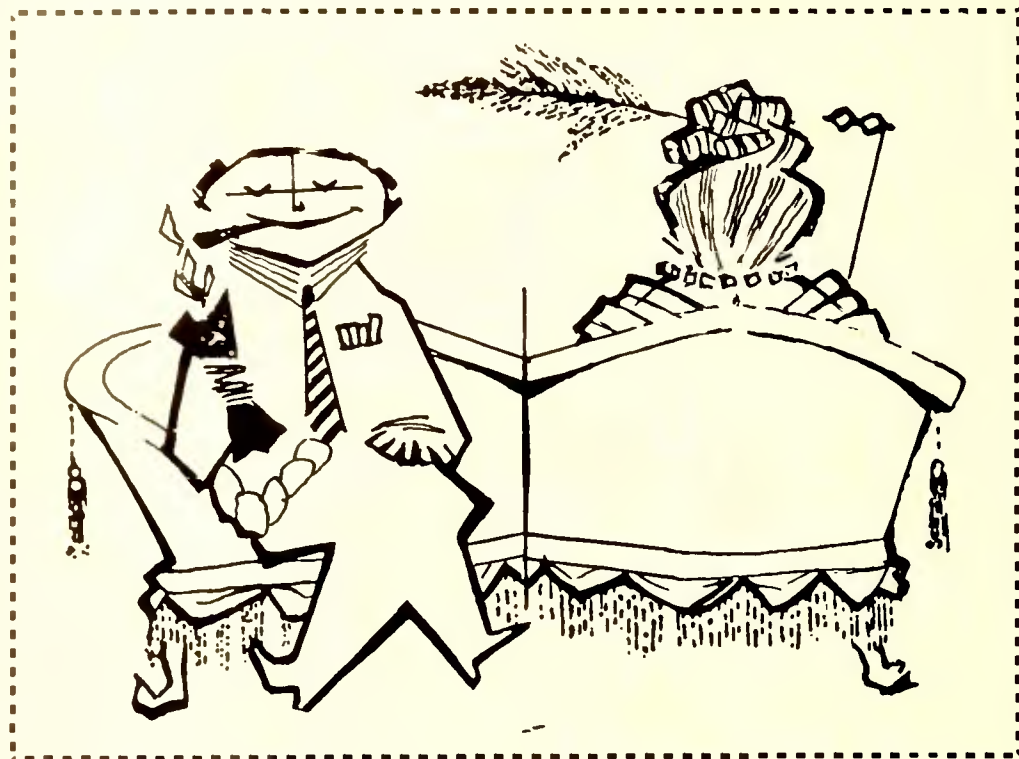






# K-NUZ and only K-NUZ

delivers the Largest Purchasing **POWER\***



or Adult Spendable Income

**Audience in the Houston Market!**

\* **Special PULSE SURVEY** (Apr.-May 1958) proves K-NUZ delivers the largest audience with spendable income or purchasing power in Houston.

**NIelsen** (June, 1958) proves K-NUZ has the largest adult audience from 6 A.M. to 6 P.M. Monday thru Friday.

*Send for a Copy of SPECIAL PULSE (Purchasing Power Delivered by Houston Radio Stations—Apr.-May, 1958)*

TO REACH THE PEOPLE WHO BUY IN HOUSTON



**IT'S K-NUZ—  
STILL THE LOWEST COST  
PER THOUSAND BUY!**



National Reps.:  
**Forjoe & Co.—**

New York • Chicago  
Los Angeles • San Francisco  
Philadelphia • Seattle

Southern Reps.:  
**CLARKE BROWN CO.**  
Dallas • New Orleans • Atlanta  
In Houston:  
Call Dave Morris  
JA 3-2581

and a member of the Standards of Good Practice committee of the NAB for the past three years, named chairman of that committee.

**Davenport Smith**, news director, WBRC, Birmingham, one of the four directors elected to the 16-member national board of the Associated Press Radio and Tv Association. Other directors: **Daniel Kops**, president, WAVZ, New Haven; **Richard Lewis**, president and general manager, KTAR, Phoenix, and **Richard Cheverton**, news director of WOOD, Grand Rapids.

The Broadcast Advertising Club of Chicago has elected **James W. Beach**, ABC v.p. in charge of central division, as president for the club's 1958-59 season.

## FILM

Independent TV Corp., Jack Wrather's new distribution company, has already amassed \$10-million in production commitments.

The investment is split by Jack Wrather Productions and Britain's ATV. Each will have at least two syndication series ready for January airing.

Among 40 sales personnel joining the new company, announced this week by President **Walt Kingsley**, are: **William P. Dubois**, formerly with Ziv, as general sales manager of ITC's syndicated division; **William Andrews**, also a former Ziv man, as western division sales manager; **John Serrao**, formerly Peters, Griffin & Woodward, to the western division.

Also, **Kirk Torney**, an MCA and AAP veteran, as station group division sales manager; and former CNP man **Len Warager**, to the New York City sales division; **John Ettelson**, Middle Atlantic states; and **Prem Kapur**, to St. Louis.

## Sales:

• **Jim Moran's Courtesy Motor Sales**, Chicago, will be sponsoring full features over WBKB twice weekly this fall.

The car sales company, which sponsored Courtesy Theater one evening a week last year, has added another hour of features to its schedule.

• **WTOP-TV**, Washington, has  
(Please turn to page 90)



Reprinted from World Telegram and Sun

## Depression or Buyers' Strike?

By LYLE C. WILSON,  
United Press Staff Writer

WASHINGTON, April 16.

—The old timers who were

around for the big depres-

sion which

began about

30 years ago

will note

some dif-

ferences be-

tween then

and now.

The principal

difference

is that now

it is more a

matter of political debate

than a matter of fact

whether there is or is not a

depression in the works or

or the way.

Not so in the early autumn

of 1929. The big depression

oegan then with a hangety-

bang which blew the cellar of

the New York Stock Ex-

change down somewhere in-

to the rocky sub-structure of

Manhattan Island. That's how

hard and fast stocks fell on

the black Thursday and black

Friday that marked the end

of the Coolidge boom.

\*\*\*

That was only a beginning,

however, and when the real

market collapse came some

months later the panic was

on. Rich men caught in the

market were rich no more,

and many of them left their

plush offices by high windows

instead of the elevator to

plop dead on the sidewalk

below.

Shoestring speculators were

wiped out by the multi-thou-

sands. Country banks began

to fold. City banks folded,

too. In the fourth year of

depression, the governor of

Michigan decreed an eight-day

bank holiday to prevent

wholesale closings. Franklin

D. Roosevelt took office as

President within a month and

immediately closed all of the

banks to protect them against

withdrawals by frightened de-

positors.

Congress in special session

got busy and passed in a

single day, March 9, 1933,

a complex banking bill de-

signed to effect "one reform"

and to enable the reopening

of sound banks. There were

nearly 13 million unemployed

in the U.S. in 1933, and FDR

soon was off on what looked

like a massive government

spending campaign to create

jobs.

FDR either spent too little

money or the policy of ma-

sive government spending is

no employment cure. The

record will support one con-

clusion or the other.

By 1936, FDR had unem-

ployment down to a little

more than 9 million, which

was 16.9 percent of the avail-

able labor force.

was. He had to be content

with that.

FDR's policy of massive

employment spending was

and gave us 13 million em-

5.5 million unemployed in

1941, 10 percent of the la-

bor force. Then at the start of

War II and unemployment

gan to taper off. The problem

in 1946, after long years of

war production, numbered

2.2 million or about 4 percent

of the labor force.

The least unemployment on

record since the big depres-

sion was 1.6 million in 1957.

That was 2.5 percent of the

labor force. In the boom boom

years of 1955-56-57 unemploy-

ment was, respectively, 2.4

million, 2.5 million and 2.6

million, ranging from 1 to 3.5

and back to 4 percent of the

available labor force.

These figures somewhat

illuminate the present situa-

tion in which unemployment

is counted at 5.1 million, which

is 7 percent of the 1958 labor

force. FDR never was able

to bring unemployment to so

low a figure. That is small

comfort to the man or woman

without a job today.

It may be, however, on a

current question: Is there a

depression or is this a buyers'

strike against high prices?

# ONLY YOU CAN DETERMINE WHICH

Yes it's true—only the retail merchant is really in a position to find out his customers' frame of mind. Many experts regard the present period as due to the consumers' desire to be wooed and won and many retailers have already had truly surprising results when they went out and "asked for the order."

"Do people have the money to spend?"

You bet they do! The facts show another big upswing in the works. U.S. population will *soar* between now

and 1975. That means more jobs, more income, more production, more savings, more research...*more needs of all sorts than ever before in our history!*

How about it? Depression or buyers strike? It's up to you!



**FREE!** Get going today! Write at once for illustrated "How To Turn the Tide" booklet offering valuable and vital selling ideas. The Advertising Council, 25 West 45th Street, New York 36, N. Y.

## YOUR FUTURE IS GREAT IN A GROWING AMERICA





the  
conscience  
of the  
community  
... something

# more

from  
**WDAU-TV!**

The routine and the extraordinary . . . no matter what the event, or where it happens . . . if it's of local significance in the Scranton-Wilkes Barre market . . . WDAU-TV cameras are on the scene!

When the big story in the area concerned local labor leaders who were testifying before the Senate Labor Rackets Committee in Washington . . . WDAU-TV cameras were at the scene shooting over 17,000 feet of sound film which were shown to its viewers on a same day basis.

This pulse of the community programming caused an Associated Press columnist to comment . . . "The most complete coverage of a national news story ever achieved by a local station."

The result to advertisers . . . community acceptance which means larger and more attentive audiences in the Scranton-Wilkes Barre market plus 52 additional communities each with a population of 5000 or more.

**WDAU-TV** . . . towering over Northeastern Pennsylvania

CBS-TV in Scranton-Wilkes Barre • Call H-R Television

WDAU-TV





# FILM-SCOPE

30 AUGUST 1958

Copyright 1958

SPONSOR PUBLICATIONS INC.

Wilson Meats (via K&E) has revamped its syndication strategy with an expanded budget for fall.

Plans call for a series of five-minute programs (by Mark Stevens) in around 50 markets. Time clearances are currently being investigated.

Wilson had sponsored Dr. Hudson's Secret Journal (MCA) in most of its 30-odd markets.

Feature distributors who have made long-term deals with stations on a participation basis will feel the far-reaching effects of NCS #3.

Reason is this: where films were sold on a dollar-down basis with residuals from sponsor participations, rate hikes or declines will sift back to the packagers.

On long-term buys made strictly with cash, there won't be any change. But, say distributors, these possibilities of set count changes are taken into consideration in a cash transaction.

NTA took preliminary steps this week in a new direction: videotaping.

The action started was merger plans with Telestudios.

NTA hopes to acquire all preferred stock and three-quarters of Telestudios' common issue.

The upsurge of alternate-week sponsorships on a broad regional basis is putting on the line a built-in problem for both film distributors and stations.

The problem: who takes responsibility for finding a second week buyer?

On one hand, stations are loath to buy a series without a total sponsor commitment. Contrarily, distributors, once a market is partially sold, say it's easier for a station to find a local sponsor, and costly for the syndicator to do so.

The ideal solution: a marriage of regional advertisers with similar needs in similar markets. (ex.: The Ronzoni (Emil Mogul) and Savarin (Foote, Cone & Belding) co-buy of MCA's If You Had a Million in several eastern markets.

A similar marriage of five agency clients was neatly executed by Grey Advertising this week.

Grey bought total sponsorship of the six Shirley Temple features for these clients: Ideal Toy (a renewal), Phillips-Van Heusen, Samsonite, Necchi and Westinghouse. Sponsorship will be on a participation basis.

Ziv this week became the first syndicator to minutely specialize its sales force.

The age of specialization is rapidly overtaking syndicators sales organizations and you can expect more of this with the growing diversities of buyers and their specific needs.

Ziv's newest addition is a sales force to concentrate solely on regional and national advertisers making regional buys. The organization now shapes up thusly:

1) A syndication division, which pitches local advertisers and stations. A subdivision: the New York City sales staff, to non-national advertisers in New York.

2) A national division, subdivided into (a) a force selling networks and (b) the new force concentrating on regional sales and national spot.

3) Another selling arm is Economee which aims solely at re-run sales. (The first area of specialization among most film distributors.)



# MARKETING WEEK

30 AUGUST 1958  
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Specialists in new product development may appear in increasing numbers on the agency scene.

Primary job of the newest member of Benton & Bowles' Development Unit is to **dream up new products and marketing plans for them.** He is Francis Lanigan, who was manager of new product marketing at Nestlé.

**A full 60% of B&B's billings are spent on products introduced since 1947.**

Lanigan's function is a by-product of the unit, which has been officially in existence for two months. **Main task of the unit is in the area of high agency policy—new business, new offices and other aspects of agency growth.**

B&B, not so incidentally, put 60% of its billings into air media last year.

Coming increase in social security payments again puts the spotlight on the old age market.

Payments will average an increase of 7% starting next year. Most of it is money put back in circulation right away. **This liquidity is important to the economy, has been a prop during the recession.**

**Men over 65 constitute about 8% of the male population.** This figure will decline slightly to 7.7% by 1975. There will be 7.1 million in this age group in 1960, 7.6 million in 1965, 8.1 million in 1970, 8.7 million in 1975.

**The number of women over 65 is larger since they live longer.** This group now constitutes about 9.3% of the female population, by 1975 will be 10.3% of the female population. **Women over 65 will total 8.7 million in 1960, 9.7 million in 1965, 10.8 million in 1970, 12.0 million in 1975.**

**Do supermarkets own their customers?**

Some supermarket people seem to think so, maintain that if the customer doesn't find what she wants on the shelf, she'll pick a substitute. The theory, a slap at national advertising, also holds that it's basically the meat, produce and specialty food departments that pull the shopper.

**Admen answer that surveys of supermarket buying habits disprove this theory.** One study revealed that only 30% of the families shop at the same supermarket regularly, the others pick and choose, over the course of a week, in two or more supers. **It's not uncommon for a family to patronize three different markets.**

A spate of network shows will be behind the September **Canned Food Month** promotion.

They include at least four NBC TV daytime programs—**Today, The Price Is Right, Queen for a Day, Treasure Chest.** The promotion will also be sparked 31 August on ABC TV's **Maverick (Kaiser).** In addition, NBC Radio's **Farm and Home Hour (Allis-Chalmers)** will devote six minutes to it. (The NBC Radio show, incidentally, will celebrate its 30th anniversary on the air 4 October and also the start of Allis-Chalmers' 14th year of sponsorship.)

**The National Canners Association has gotten after the stations** via a kit to women tv personalities in 75 markets and promotional material to 1,000 people in the radio field.



# WASHINGTON WEEK

30 AUGUST 1958

Copyright 1958

SPONSOR PUBLICATIONS INC.

Hard on the heels of the Dotto scandal about alleged contest rigging, Secret Service chief U. E. Baughman this week revealed he had been called in to protect the CBS TV Top Dollar.

Seems that overeager viewers were tampering with dollar bills by doing serial paste jobs: like pasting numbers mentioned on the show over the original serial digits, or even making pen and ink corrections.

It seems also there's a law against altering U. S. currency with intent to fraud that provides for up to 15 years in prison and/or \$5,000 fines.

The Federal Trade Commission and the FCC got their appropriations after all. They were running in August on a Congressional resolution permitting them to spend at the same rate as last year.

It all came about with Eisenhower dissatisfaction with an item of \$589 million in a bill voting funds for 17 Federal agencies. The president took the unusual route of a veto of a money bill. Congress threatened not to appropriate for the agencies. Eisenhower wouldn't budge. Congress did.

Rep. Emanuel Celler said baseball works for the sports antitrust bill because of a conspiracy between it and pay-tv promoters to black out free-tv in favor of the coinbox variety.

He said International Telemeter vice president Paul MacNamara "let the cat out of the bag" in a letter saying free tv is killing baseball but that pay-tv could make it a mint of money.

Celler's version of a sports antitrust exemption bill would have required sports enterprises to prove practices "reasonably necessary." He lost out to a blanket exemption, but then the Senate Judiciary subcommittee killed the whole thing for this year.

(For dollar dimensions of sports to tv networks see SPONSOR-SCOPE, page 19.)

The FCC held the last prehearing conference prior to starting a probe which could result in cancellation of the National Airlines license for Miami channel 10. The actual FCC hearings start on Sept. 8.

House Legislative Oversight subcommittee chairman Oren Harris indicated his group would look into Miami channel 10, Boston channel 5—both cases remanded to the FCC by the Appeals Court for probes of whether improper influences had been brought to bear—and others.

It would seem that the "others" will get most attention, since the first two are back in the hands of the Commission. Miami channel 7 and Pittsburgh channel 4 look like very good bets. The Pittsburgh case, according to staffers, might develop into another Miami channel 10. This time with ex-chairman George McConaughy on the hot seat.

A serious move to force the FCC to take stronger jurisdiction over radio programming will be made next year by Rep. James Roosevelt (D., Cal.).

Roosevelt noted that he was unsatisfied with a letter from FCC chairman John C. Doerfer telling him the FCC has no legal power to censor. Doerfer reminded Roosevelt that any censoring affecting radio would also have to be applied to TV.



# SPONSOR HEARS

30 AUGUST 1958  
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The powers-that-be at AB-PT deny the report that WABC Radio, ABC's New York flagship, has been found available for sale by a go-between.

Rumor had the price at around \$2-million.

Observation on divergent network strategy:

- Agencies say that the network that's most cooperative in getting a client off the hook via a substitute sponsor for a few weeks is NBC TV.
- CBS TV, on the other hand, doesn't like the idea because this brief tenancy might kill the show for an advertiser with a competitive product.

If you find a rep reluctant to give you the name of the hotel a stationman of his is stopping at, he's got a very good reason.

Take this week's incident: A rep who accompanied one of his station managers back to the hotel was shown three messages just pulled out of the box by the desk clerk. They were from three competing reps.

The switch of the Studebaker account to Keyes, Madden & Jones this week recalled the reason that James Nance (while he was Studebaker chief) gave for placing the account with Benton & Bowles.

Said Nance: "Benton & Bowles was the only candidate that talked about us; all the others talked about themselves."

Check the track records of the glamour personality-pitchmen in air media, and you'll find they haven't fared very well with proprietary drugs.

As knowledgeable admen will tell you, the one product an advocate can't be flippant or offhand about is drugs. The sober approach, not light banter, still is the best way to reach the victim of bodily discomfort.

Don't be surprised if McCann-Erickson spins off Marschalk & Pratt from its divisional setup one of these days.

The new status would be that of a separate entity.

Prophets say they see a step in that direction in the expansion of M&P regional offices. Marschalk & Pratt now has branches in Miami, Dallas, and Louisville.

Timebuyers advise that station people would do well to brief themselves in advance on a brand's distribution status in their own markets before making a pitch for business in an agency call.

Say timebuyers: It's quite common for a stationman to ask for a schedule on a brand without briefing himself on whether or when the brand is headed for his market.

Another bit of counsel passed along by timebuyers:

- Talk in terms of brand and not company business.
- Be sure the agency you're talking to handles the brand in question.





## Nothing else like it in Greater New York

### NOTHING APPROACHES THE SOUND:

WVNJ originated the programming concept of Great Albums of Music. It is the only radio station in the metropolitan area that plays just Great Albums of Music from sign on to sign off every single day of the year.

### NOTHING APPROACHES THE AUDIENCE:

The very nature of the music makes the audience preponderantly adult. It's a rich audience, too. In one of the wealthiest counties of America (Essex—with its million

plus population) WVNJ is first in 27 out of 34 rated periods from 7 AM till midnight. It is tied for first in three more. According to Pulse it has more listeners here than any station in New Jersey and New York as well.

### NOTHING APPROACHES ITS VALUE:

WVNJ delivers its adult, able-to-buy greater New York audience for less cost per thousand homes than any other station in the market. By every reasoning it's your very best buy.

RADIO STATION OF The Newark News — national rep: Broadcast Time Sales • New York, N. Y. • MU 4-6740

# WVNJ

Newark, N. J.— covering New York and New Jersey



**Serving More  
Advertisers**

**than any other  
Indiana\*  
TV STATION**

**WTHI-TV  
Ch.**



**CBS-ABC-NBC  
(251,970 TV HOMES)  
TERRE HAUTE  
INDIANA**

*\*Except, of course, Indianapolis*

BOLLING CO., NEW YORK, CHICAGO  
LOS ANGELES, SAN FRANCISCO, BOSTON

**In the leadership spotlight**

**WHEAT  
CHEX**

Bite-size Shredded Wheat



**Top-drawer advertisers  
are buying WGN**

You're in good company when you join smart time-buyers who select WGN to sell millions of dollars worth of goods for top-drawer clients. Exciting new programming in 1958 makes WGN's policy of high quality at low cost even more attractive to you.

**WGN-RADIO**

CHICAGO, ILLINOIS

## WRAP-UP

(Cont'd from page 32)

purchased 350 of the Paramount features from MCA.

- Screen Gems' Shock group has been sold in a total of 147 markets, and its offspring, Son of Shock in 68.

Most recent sales of both groups are to KMD-TV, Midland; WESH-TV, Daytona Beach; and KMTV, Omaha.

- WPIX, New York, has lined up its fall program of syndicated film. Included are: *Colonel Flack*, *You Are There*, *The Honeymooners*, *Mr. Adams & Eve* (CBS TV Film); *Divorce Court*, *The Goldbergs* (Guild); *Decoy* (Official); *Casey Jones*, *Three Stooges* (Screen Gems); *It's A Great Life*, *Panic* (CNP); *Navy Log* (ABC Film); *Jeff's Collie* (TPA); and *Wonders of the World* (Caples).

- National Brewing Co. has signed up for Strikes 'N Spares in nine eastern stations.

**Re new series:** Screen Gem is prepping another law enforcement series, this one about the law in Maricopa County, Arizona. Tentative title is *Arizona Posse*.

**Merchandising:** AAP's merchandising head Paul Kwartin is off on a six-week trip to Australia and the British Isles.

Reason: To investigate the company's future Popeye-licensing activities in both countries.

**Strictly personnel:** Andrew L. Gold, to Transfilm, as producer-director . . . Mike Miller, named chief writer and board member, Jacques Traubee Productions.

## TV STATIONS

WKRC-TV, Cincinnati, valued entertainment first, this week, when it reduced the number of commercials on its 11:15 p.m. Home Theater movie.

Reason: Station president, Hulbert Taft Jr., ordered the cutback after he watched *High Noon* on the show.

"These pictures," said Taft, "are so fine that we cannot impair their entertainment value by interrupting them too often."

**Covering the fair:** For the second consecutive year, KOLN-TV, Lincoln,

will take its tv cameras, equipment and crew to the Nebraska State Fair for a 3½ hour "live" remote tv entertainment for fair-goers every day during Fair week.

## Ideas at work; Promotions:

- To keep its sales blossoming, KGW-TV, Portland, sent a rose to advertisers and agencies, promoting its event of the year—the Rose Festival.

- More on the flag problem: KETV, Omaha, held a flag designing contest in an effort to have a Midwesterner named as the designer of the new U.S. flag.

- To reveal to Clevelanders its new *Early Show* schedule, KYW-TV will use heavy on-the-air saturation on both its tv and radio stations, a mammoth parade in the city featuring a KYW float, advertisements in the Public Library, contests offering color tv sets as prizes, table tents setup on the counters and tables in restaurants, busses covered with posters and models on scooters touring the city.

The *Early Show* will run top-rated films during twilight hours designed to appeal to the entire family.

- *Top Ten Dance Party*, a live, syn-

**THE BIG "T" IN**

**WESTERN  
MON TANA**

**KMSO-Ch. 13  
Television**



*Tremendous coverage*

*Terrific results*



**ASK GILL-PERNA**

**KMSO - MISSOULA**



icated teen-age show, just completed a Wardrobe contest in which teen-agers were asked to specify the most important item in a summer wardrobe. First prize winners received complete wardrobes. Contest polled about 22,000 entries over a six-week period.

**Awarded:** For its *Science In Action* telecast, **KRON-TV, San Francisco**, has been cited by the Ohio State Awards for 1958.

**On the personnel front:** **Robert Leder**, v.p. and general manager of the WOR (New York) division of RKO Teleradio Pictures, has the radio and tv operations under his direct management . . . **Burt Lambert** has been named sales manager for WOR-TV, New York . . . **William Colvin**, appointed advertising and sales promotion manager, WBZ-TV, Boston . . . **Alex Kolensky**, named local sales manager, KOCO-TV, Oklahoma City . . . **Del Gore**, sales representative, KGO-TV, San Francisco . . . **William Early**, account executive, WDAU-TV, Scranton, Pa. . . **David Harris**, sales account executive, WABC-TV, New York . . . **Arden Aplanalp**, account executive, KTVT, Salt Lake City . . . **Bill Faulkner** joins WLW-I, Indianapolis, as account executive.

## RADIO STATIONS

KPRC, Houston, this week took the New York timebuyers on a color-film tour of the station's market in several showings at the Ambassador Hotel.

In addition to shots of local industries, home and commercial construction, etc., the film offered excerpts from the routine of KPRC tv personalities.

Next showing, Chicago timebuyers.

The damage suit filed against Nielsen by WLEA, Hornell, N. Y. has reached the N. Y. Appellate Division on a technicality.

Nielsen is appealing a lower court's refusal to dismiss the action.

WLEA, in the complaint it filed last October, contended that the data Nielsen circulated on the Hornell market hurt that station's business potential.

In a promotion piece, dubbed "Warning," WEJL, Scranton, tells advertisers what to expect when they buy time on the station.

The first two items read:

- 1) There will be no competitor within 30 minutes of your commercial.
- 2) You will not be multiple-spotted.

The Rahall Stations have just completed their first of four annual meetings held for the purpose of: 1) exchanging ideas on news coverage, 2) public service, 3) programing policies and 4) sales opportunities.

Another principal function is to provide, through these meetings, the training necessary for station management.

Those attending the recent meeting: **Oggie Davies**, WKAP, Allentown; **Marshall Cleaver**, WTSP, St. Petersburg; **Gene Morehouse**, WFEA, Manchester; **Johnny Banzhoff**, WNAR, Norristown, Pa.; and **Dick Booth**, WWNH, Beckley, W. Va.

The meeting was followed by a session in New York at the Weed Co., Rahall's national reps. **Ed Fitzsimons** and **Jerry Lyons** were among the Weed people participating.

FM business: WBBM-FM, Chicago,

go, which began independent operation on 20 July, announced five "pioneer" clients: Association of German Broadcasters, Sinclair Refining Co., Hudson Vitamin Corp., Bercraft Corp., and Electro-Sonic Service. The two latter are local firms.

**At the scene of the news:** Five newsmen from **Peoples Broadcasting Corp.**, will fly to Geneva to cover the U.N. meeting on the Peaceful Uses of Atomic Energy, to be held 1-13 September . . . Within five minutes of the fire alarm in Pontiac, Mich., last week, **WPON** had its reporters on the scene, describing the movement of the fire and the fire fighters to the community.


**Station sales:** The **WKBN Broadcasting Corp.**, of Youngstown, Ohio, has become an entirely locally-owned company with purchase of stock previously held by the Forest City Publishing Co. of Cleveland. **Warren Williamson, Jr.**, president of WKBN, is now the sole stockholder.

**Re public service:** **WCCO** radio and tv in Minneapolis-St. Paul, will in-

One measure of a TV station:




power



**WNCT** is full of power—316 kw visual, 138 kw aural, and a bunch of 110 and 220-volt AC-DC. But in Eastern North Carolina, folks are not interested in power unless it fails and they can't see their favorite programs on Channel 9.

**Message:** The latest 19-county Telepulse and ARB point to **WNCT** as a **WHALE** of a buy. You'll see when you try **WNCT** for your next buy in the Eastern N. C. market. Hollingbery has avails and free copies of our new brochure.



stall weather radar equipment atop the Foshay tower to pin point storms in an area 300 miles wide around the Twin Cities.

The radar information will be carried to listeners and viewers of the station and special bulletins will flash severe storm warnings from the new weather center.

#### Promotion ideas at work:

- Flying saucers in Austin, Tex. are no longer a mystery. The promotion is an idea of **KTBC** — where paper plates are flown over the city, each inscribed with the number of dollars it is worth. Listeners returning the "saucers" to the station within a set time limit can claim the cash.

- In connection with the city-wide White Elephant Days promotion, **KIOA**, Des Moines, circulated more than 75,000 Mad Money disks, which can be traded in for merchandise at any retail store in the city.

- With Alaska becoming the 49th state. Arizona is no longer the baby state. In order to relinquish its distinction gracefully, **K-HAT**, Phoenix,

is raising money from listeners to present the Governor of the new baby state with a solid gold diaper pin.

- DeeJay, Dick Alexander of **WICC**, Bridgeport, has dreamed up this public service for his station: Transporting mothers with their children to the Englewood Hospital for polio shots via a Volkswagen bus.

**Kudo:** **Bill Hall**, farm editor on **KPHO** Phoenix, awarded the Honorary State Farmer Degree by the Arizona membership of the Future Farmers of America.

**Charles Baskerville** has resigned as manager of **WWTB**, Tampa. **W. Walter Tison**, owner, has taken over general management and has named **Ruben Fabelo**, assistant manager.

**More on station staffers:** **Robert Mitchell**, general manager of **WINZ**, Miami and **Bernard Petzoldt**, appointed v.p.'s of the Rand Broadcasting Co. . . . **Murray Secher**, sales and advertising manager for World Wide Broadcasting . . . **R. D. Bailey**, to the

regional sales staff, **WNAX**, Yankton-Sioux City . . . **Max Rauer**, sports director, **KSO**, Des Moines . . . **Bob Hicks**, promoted to program manager, **KTHS**, Little Rock.

**Louise Morris**, selected to head the national sales department, **WDAK**, Columbus, Ga. . . . **Ken Manley**, director of programing for the southern division of the Tarlow Associate stations; **Art Lawrence**, program director, **WHYE**, Roanoke . . . **Ray Turner**, station manager, **WTAR**, Norfolk . . . **Mel Quinn**, program director, **WISN**, Milwaukee . . . **Thom Robertson**, account executive, **WORL**, Boston . . . **Kirk Zumwalt**, account executive, **KHSL**, Chico . . . **Wayne Mack**, appointed program director, **WDOK-FM**, Cleveland . . . **Don Evers** joins **KFMB**, San Diego, as account executive.

Jack Feldman, general manager of **KRKD**, Los Angeles Independent, announces the appointment of **Newt Deiter** to head up the combined merchandising, promotion and publicity departments.



# Leads in Fresno



KMJ-TV in the Billion-Dollar Valley of the Bees

**Leads in news** — coordinates with McClatchy newspapers for complete, up-to-the-minute coverage. Sound and silent film cameras give 24-hour coverage of local events. Has No. 1 rated news program.\*

\*ARB May '58

**KMJ-TV • FRESNO, CALIFORNIA • McCLATCHY BROADCASTING COMPANY •**

The Katz Agency,  
National Representative



## Top 100 national advertisers for first half of 1958

1. Procter & Gamble Co.	\$30,002,020	53. Armstrong Cork Co.	2,144,879
2. General Motors Corp.	27,111,208	54. National Biscuit Co.	2,141,923
3. General Foods Corp.	16,682,633	55. National Distillers & Chemical Corp.	2,080,255
4. Colgate-Palmolive Co.	16,148,986	56. Joseph Schlitz Brewing Co.	2,018,041
5. Ford Motor Co.	13,753,561	57. Ralston Purina Co.	2,003,992
6. Chrysler Corp.	13,504,765	58. Hiram-Walker Gooderham & Worts, Ltd.	1,982,540
7. Lever Brothers Co.	12,797,639	59. Simoniz Co.	1,971,719
8. Bristol-Myers Co.	12,410,247	60. Borden Co.	1,960,520
9. American Home Products Corp.	11,504,882	61. Atlantis Sales Corp.	1,941,720
10. R. J. Reynolds Tobacco Co.	10,599,578	62. Firestone Tire & Rubber Co.	1,926,492
11. American Tobacco Co.	10,408,790	63. Coca-Cola Co.	1,865,919
12. General Mills, Inc.	9,377,959	64. U. S. Rubber Co.	1,810,331
13. Gillette Co.	8,385,697	65. Kaiser Industries Corp.	1,807,932
14. General Electric Co.	8,142,999	66. Sylvania Electric Products, Inc.	1,803,862
15. Kellogg Co.	7,633,976	67. Sears, Roebuck & Co.	1,802,450
16. National Dairy Products Corp.	7,418,142	68. Pittsburgh Plate Glass Co.	1,753,150
17. Campbell Soup Co.	7,026,899	69. Singer Manufacturing Co.	1,741,175
18. Liggett & Myers Tobacco Co.	6,804,878	70. American Chicle Co.	1,737,388
19. Hunt Foods & Industries Inc.	6,282,009	71. Pepsi-Cola Co.	1,689,722
20. Sterling Drug, Inc.	6,238,963	72. Aluminum Co. of America	1,689,576
21. P. Lorillard Co.	5,652,332	73. Hazel Bishop, Inc.	1,667,429
22. Pharmaceuticals, Inc.	5,579,156	74. California Packing Corp.	1,661,156
23. Eastman Kodak Co.	5,257,582	75. Best Foods, Inc.	1,648,438
24. Brown & Williamson Tobacco Corp.	5,046,344	76. Max Factor & Co.	1,642,792
25. American Telephone & Telegraph Co.	4,959,373	77. Seven-Up Co.	1,591,116
26. Warner-Lambert Pharmaceutical Corp.	4,863,997	78. Mennen Co.	1,590,770
27. Distillers Corp.-Seagrams, Ltd.	4,609,987	79. Pan American World Airways, Inc.	1,548,994
28. Revlon, Inc.	4,607,299	80. Libby McNeill & Libby	1,538,738
29. Westinghouse Electric Corp.	4,412,073	81. New York Life Insurance Co.	1,423,944
30. E. I. Du Pont de Nemours & Co., Inc.	4,318,442	82. Socony Mobil Oil Co., Inc.	1,418,511
31. Radio Corp. of America	4,106,926	83. Rexall Drug Co.	1,404,029
32. Pillsbury Mills, Inc.	4,074,304	84. American Motors Corp.	1,378,959
33. Standard Brands, Inc.	4,019,828	85. Simmons Co.	1,363,273
34. Quaker Oats Co.	4,011,325	86. Pet Milk Co.	1,359,694
35. Johnson & Johnson	3,836,729	87. Cluett, Peabody & Co., Inc.	1,355,394
36. Armour & Co.	3,692,237	88. Schenley Industries, Inc.	1,345,300
37. Goodyear Tire & Rubber Co.	3,657,240	89. American Can Co.	1,317,084
38. Philip Morris, Inc.	3,634,988	90. Texas Co.	1,284,092
39. S. C. Johnson & Son, Inc.	3,199,840	91. Gerber Products Co.	1,270,436
40. Chesebrough-Pond's, Inc.	2,905,823	92. B. F. Goodrich Co.	1,262,931
41. Kimberly-Clark Corp.	2,817,741	93. Beech-Nut Life Savers, Inc.	1,252,839
42. Carnation Co.	2,811,480	94. John H. Breck, Inc.	1,243,316
43. Corn Products Refining Co.	2,779,160	95. Doubleday & Co., Inc.	1,236,915
44. Miles Labs., Inc.	2,712,109	96. American Gas Assn.	1,233,997
45. Prudential Insurance Co. of America	2,711,399	97. International Harvester Co.	1,166,787
46. Outboard Marine Corp.	2,623,596	98. Columbia Broadcasting System, Inc.	1,162,430
47. Nestle Co., Inc.	2,499,896	99. Minnesota Mining & Manufacturing Co.	1,144,530
48. Helene Curtis Industries, Inc.	2,461,667	100. Chemstrand Corp.	1,127,751
49. Scott Paper Co.	2,431,559		
50. Sperry Rand Corp.	2,202,347		
51. U. S. Steel Corp.	2,199,771		
52. Swift & Co.	2,149,483		

Source: PIB and LNA-BAR. Includes network television, general and farm magazines, and Sunday supplements.

In the leadership spotlight

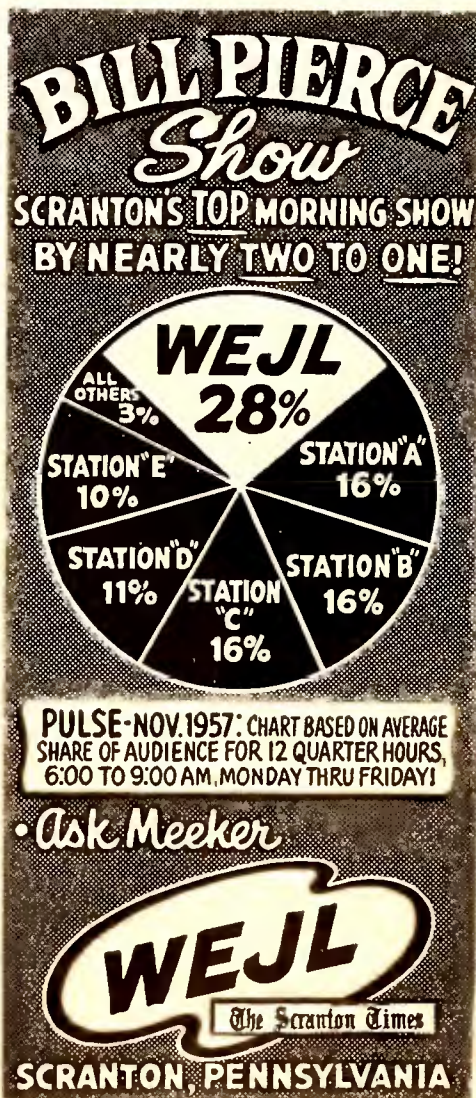


### Top-drawer advertisers are buying WGN

You're in good company when you join smart time-buyers who select WGN to sell millions of dollars worth of goods for top-drawer clients. Exciting new programming in 1958 makes WGN's policy of high quality at low cost even more attractive to you.

## WGN-RADIO

CHICAGO, ILLINOIS





In the leadership spotlight



### Top-drawer advertisers are buying WGN

You're in good company when you join smart time-buyers who select WGN to sell millions of dollars worth of goods for top-drawer clients. Exciting new programming in 1958 makes WGN's policy of high quality at low cost even more attractive to you.

## WGN-RADIO

CHICAGO, ILLINOIS



The **SELLibrated** (and only full powered) station in the  
**GOLDEN VALLEY**  
(Central Ohio)

# WHTN TV

CHANNEL 13

Huntington-Charleston, W. Va.  
serving 4 states and 5 prime cities

**A COWLES OPERATION**  
Get the dollars and cents story  
from Edward Petry Co., Inc.

## Tv and radio NEWSMAKERS



**George W. "Bud" Armstrong** has been appointed executive vice president of the Storz Broadcasting Co. Armstrong, 30 years old, joined Storz in 1949 as a disc jockey at KOWH, Omaha. He later moved into sales at that station. In 1953 he became gen. mgr. of Storz Station WTIH, New Orleans. Armstrong is vice-chairman of the All Industry Music Licensing Committee and chairman of that group's Membership Committee; and past director of Missouri Broadcasters Assn. and the Kansas City Radio and Television Council. He is also past vice-chairman of the Association of Independent Metropolitan Stations. In addition to his new post, he will continue in his present position as gen. manager of WHB, Kansas City.

**Joseph T. Connolly** has been named general manager of WCAU, Philadelphia, effective this week, when CBS, Inc. is expected to complete its purchase of the station from the *Philadelphia Bulletin*. Connolly has been vice president in charge of WCAU Radio since 1956. He has been associated with the station since 1940, serving as director of news, advertising, special events, promotion and publicity. In November, 1946, he was named WCAU program director, and a year later elected v. p. in charge of radio programs. Since 1953, in addition to his program duties, Connolly has supervised national sales for WCAU. In the broadcast industry, he has served as president of the Pennsylvania Assn. of Broadcasters, and is a member of Radio Pioneers of America.



**Roy V. Whisnand**, general manager of WCOP, Boston and v.p. of the Broadcasting Subsidiary of Plough Inc., will officially head the Broadcasting Executives Club of New England at the club's get-together party 11 September in Boston. Whisnand has been general manager of WCOP since 1951, and v.p. of Plough since 1956. He is also president of the Massachusetts Broadcasters' Assn. and is a member of the Boston Chamber of Commerce and the Boston Advertising Club. After serving in the Navy, Whisnand joined KSWM, Joplin, Mo., as a salesman. In 1949 he came to WKDA, Nashville, and in 1951 joined in partnership with fellow employees at WKDA to purchase WCOP.



# MEMO

TO: All Katz Associates  
FROM: Jim Terrell  
SUBJECT: Nielsen Coverage Survey #3-1958



Please see all time buyers soon as possible with 1958  
Nielsen #3 information.

Stress the one basic fact that:

Based on monthly coverage

WKY-TV delivers 8% more homes than the 2nd station.

WKY-TV delivers 43% more homes than the 3rd station.

(Incidentally, the figures for weekly coverage show the same  
spread of superiority between WKY-TV and the other stations.)

Remember, these are homes in the Oklahoma City market.

No fringe County coverage in adjoining states is included.



**ASK YOUR KATZ MAN** to show you the A.R.B.  
figures, too. The combination of #1 coverage plus #1  
viewer preference is the reason why more people  
make up their minds to buy while watching  
WKY-TV than any other station  
in the area.

## WKY-TV

NBC—Channel 4  
OKLAHOMA CITY

WKY Television System, Inc.  
WKY-TV, Oklahoma City; WKY RADIO, Oklahoma City  
WTVT, Tampa; St. Petersburg; WSFA-TV, Montgomery  
Represented by THE KATZ AGENCY



# SPONSOR SPEAKS

## Radio programs challenge tv

John Crosby, one of our favorite syndicated tv critics (even if we sometimes violently disagree with him), took time off the other day to do some radio listening.

His conclusion: "Flipping around in radioland . . . is more interesting and certainly more unexpected than watching television."

Among the old standbys that Crosby found it pleasant to return to were *Breakfast Club*, *Art Linkletter*, *Gabriel Heatter*, and such daytime serials as *Pepper Young's Family* and *Backstage Wife*.

According to Crosby, "Lately television has become so unmitigatedly awful that it has driven me, and probably countless millions of others, to radio."

SPONSOR can't agree with such a sweeping condemnation of current tv programing. Nor do we think that the icy research statistics will show millions of viewers being "driven" from tv.

But there's an important point in what Crosby says—one that has real significance for timebuyers and station owners.

Unquestionably, some of the novelty and glamour has disappeared from tv program schedules. Program patterns have, in many cases, shaken down to too few standard formulas. And these formulas by no means exhaust the potentialities of the air media.

SPONSOR believes that the present situation in tv provides a tremendous opportunity and challenge to radio program specialists. There are today many areas of news, entertainment, information, and public service which are not being adequately served by the tv medium.

The imaginative radio man who recognizes this situation, and has the skill and confidence and creativeness to capitalize on it, can carve out for himself vast new audiences, and millions of loyal listeners.

**THIS WE FIGHT FOR:** *Sponsors and agencies appreciate more than ever the importance of "grass roots" understanding of markets and stations. More and more companies are sending their men to see for themselves. Is your company one of them?*



## 10-SECOND SPOTS

**To Tell the Truth:** Scribbled sign left under windshield wiper of an illegally parked Cadillac on Madison Avenue: "Went to bathroom—have dysentery."

**Round 'n Round:** D. J. Tod O'Hara of WILD, Boston, recently locked himself in the control room and, for forty-two hours, played over and over again the Peggy Lee recording of "Fever." The station got more than 5,000 phone calls about it. *That's right, drive 'em WILD.*

**Build-up:** An adman commuter from Long Island who owns a Volkswagen returned home several nights to find that neighborhood pranksters had lifted its front end and turned it around so that part of it set in his neighbor's driveway. After the police were called in, a news item on the prank made the hometown paper. Then New York metro papers carried the story only they reported the car had been carried entirely over into the neighbor's drive. By the time the item hit the AP wires, the Volkswagen was reported to have been picked up and carried several doors away.

**Tie-in:** Sign in a small garment shop in Queens, New York: "Madison Avenue Quality at Jackson Heights Prices."

**Thoughtful:** An advertising agency tv commercial supervisor who was on a set during filming of a commercial offered this solution to a shadow in the shot from a mike boom: "Why don't you paint the boom white so there won't be any shadows?"

**Red-Faced?** Producer of a forthcoming CBS TV soap opera called *The Sheriff's Wife* was in the CBS cafeteria at New York Production Center having lunch and complaining about the death of virile type Western heroes when he suddenly spotted the perfect type at a table some distance away. The producer introduced himself, found the fellow was doing a dance act on the *Ed Sullivan Show*. He then explained he was looking for a lead for *Sheriff's Wife*, asked if the stranger could act and would like to read for the part. The stranger declined, then introduced himself as Hugh O'Brian, star of *Wyatt Earp*.



# The \$2¾ Billion WSMpire



**DOMINANT  
FOR 33 YEARS**  
**WSM**

**...FIRST IN EVERY RATED QUARTER HOUR  
...SHOWS A 6% INCREASE SINCE 1956**

Here's what has happened in 103 County WSMpire in the 17 months since the last Pulse Study was made:

STATIONS	MONDAY - FRIDAY		
	6 AM - 12 N	12 N - 6 PM	6 PM - 12 Mid
WSM	42	44	52
Station B	23	22	19
Station C	13	12	14
Station D	9	11	10
Station E	7	7	—
Station F	6	5	4
SATURDAY			
WSM	52	50	61
Station B	17	14	14
Station C	13	13	13
Station D	7	9	7
Station E	6	7	—
Station F	4	7	4
SUNDAY			
WSM	61	52	
Station B	13	18	
Station C	10	13	
Station D	4	7	
Station E	9	6	
Station F	2	5	

In the largest single survey ever undertaken Pulse finds that WSM has increased its hold on the 103 County WSMpire by 6%...leads in every rated quarter hour with an average of well over twice the audience of the next Nashville station.

**There is a difference . . . it's WSM radio**

50,000 watts, Clear Channel, Nashville — Blair Represented, Bob Cooper, General Manager.





# HOOPER **RADIO** AUDIENCE INDEX

CITY: SALT LAKE

UTAH

City Zone

MONTHS: JUNE-JULY, 1958

**KALL IS FIRST!**

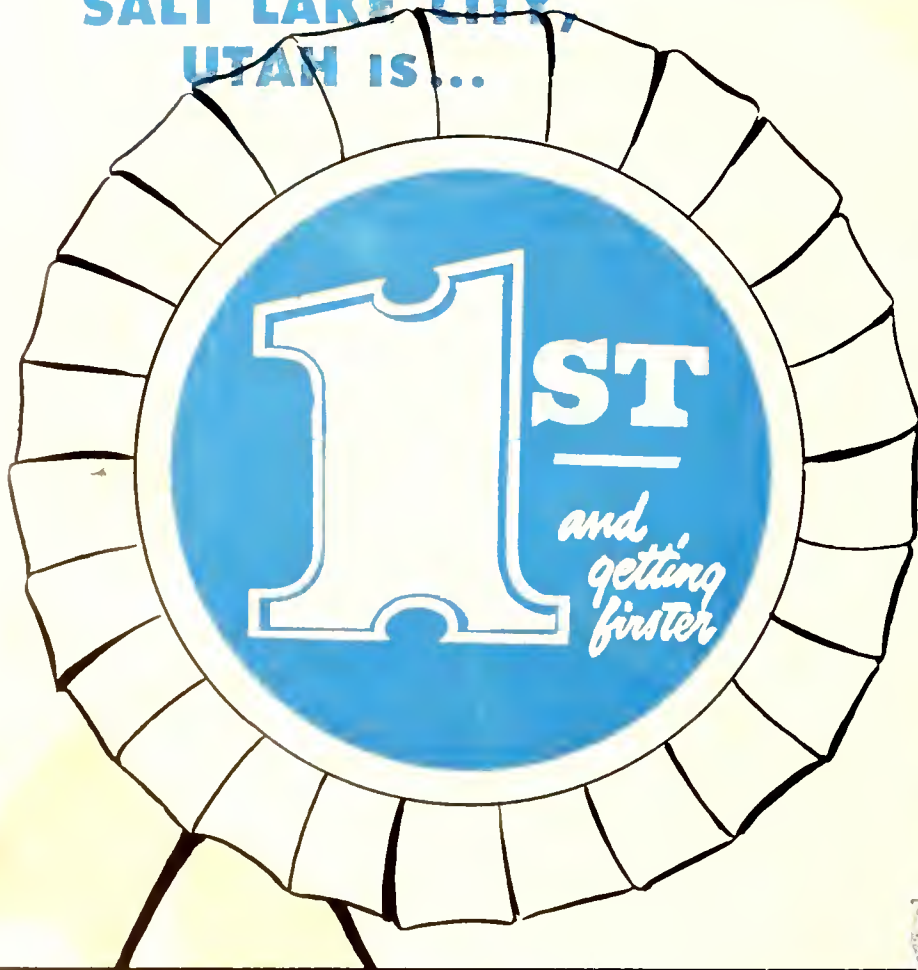
## SHARE OF RADIO AUDIENCE

TIME	RADIO SETS-IN-USE	KALL (MBS)	sta A	sta B	sta C	sta D	sta E	sta F	sta G	sta H	OTHER AM-FM	SAMPLE SIZE
MONDAY THRU FRIDAY 7:00 A.M.-12:00 NOON	13.4	23.7	21.5	14.0	14.8	6.2	6.6	5.2	4.3	3.0	0.8	3,057
MONDAY THRU FRIDAY 12:00 NOON-6:00 P.M.	11.5	24.2	21.4	16.8	14.2	6.8	6.1	3.6	4.1	2.1	0.6	3,652
SUNDAY DAYTIME 10:00 A.M.-6:00 P.M.	12.8	16.3	23.7	10.5	15.3	8.9	6.8	2.6	4.2	11.6	0.0	1,921
SATURDAY DAYTIME 10:00 A.M.-6:00 P.M.	11.2	25.3	29.2	8.4	12.9	12.9	3.4	1.1	3.9	1.7	1.1	2,050
SUNDAY THRU SATURDAY 6:00 P.M.-11:00 P.M.	9.2	31.3	15.6	19.9	15.3	5.0†	7.4	4.0	1.4†	3.6†	2.1	4,523

† The above measurements are adjusted to compensate for the fact that Radio Stations sign off at 8:00 P.M. in June and July.

# KALL

SALT LAKE CITY,  
UTAH IS...



# flash!

**PULSE NOW  
AGREES WITH  
HOOPER**

PULSE JULY 1958 SAYS

**KALL is  
No. 1**

(Salt Lake County Survey average  
station share for all time periods)

**KALL-Salt Lake City-910** ON YOUR DIAL **146 So. Main**  
KEY STATION OF THE INTERMOUNTAIN NETWORK



**ASK YOUR AVERY-KNODEL  
MAN FOR YOUR  
HOOPER-PULSE FIGURES**